

*First in
The Drycleaning
Industry
Since 1910*

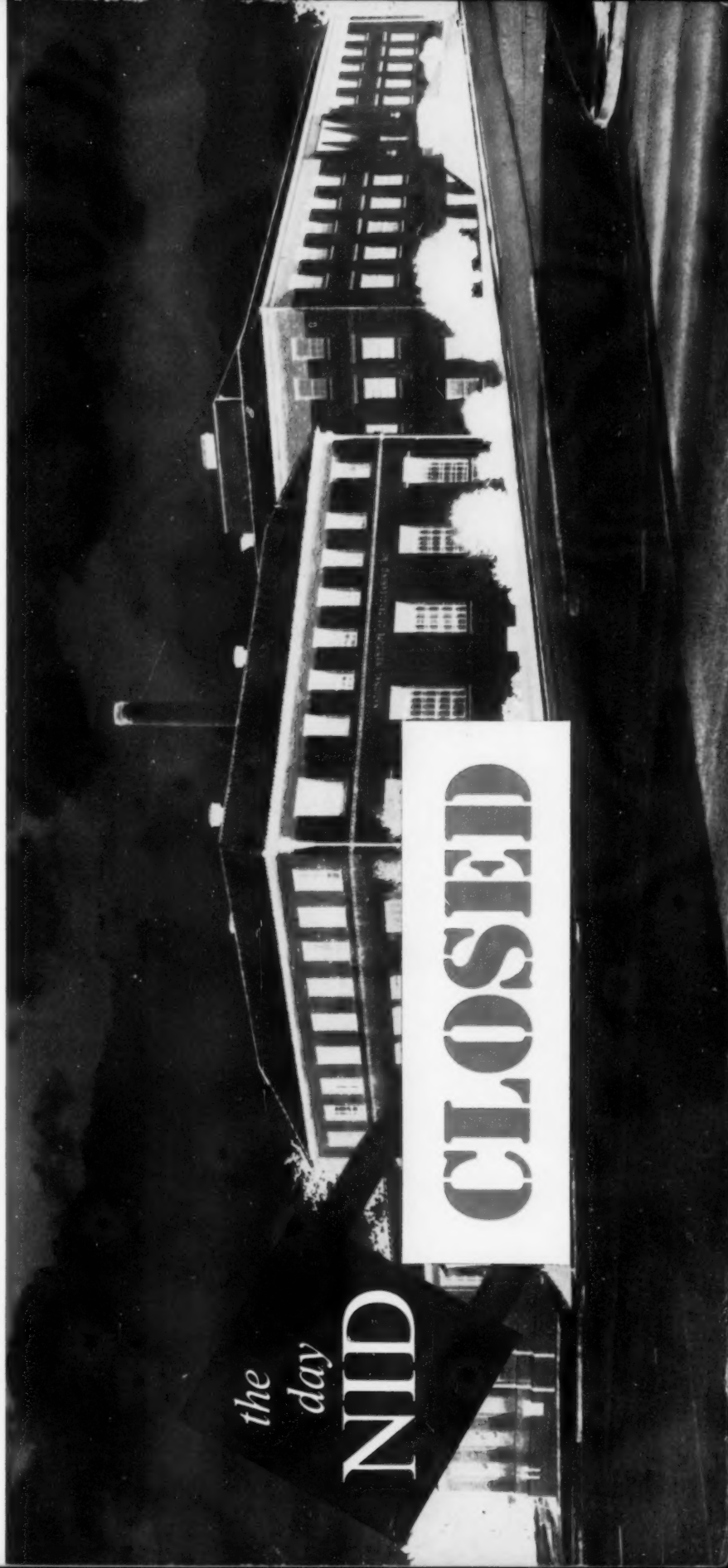
THE NATIONAL CLEANER

SEPTEMBER • 1961

A REUBEN H. DONNELLEY PUBLICATION

the
day
NID

CLOSED





Nab 'em both!

You get Dirty Solid out of your solvent with Hyflo® . . . you need Hysweet® to handle Fatty Acid (with minimum detergent loss!)

Think a sweetener has got to gobble up "soap" . . . and profits? Not Hysweet, the new sweetener from Johns-Manville, maker of Hyflo. Hysweet rids your solvent of more free fatty acids than anything short of actual distillation. Yet your detergent loss is practically nil. Tests show savings range as high as \$510 annually in a 500-gallon charged system, as compared to weekly distillation.

When using Hysweet—after your regular Hyflo precoating, of course—soluble impurity levels as well as filter pressures are kept down longer. Naturally, you're assured of better cleaning qualities in your solvent.

Ask your Hyflo dealer for Hysweet or write Johns-Manville, Box 325, New York 16, N. Y. In Canada, Port Credit, Ontario.

Hyflo·Hysweet



®Hysweet and Hyflo trademarks Reg. U.S. Pat. Off.

JOHNS-MANVILLE



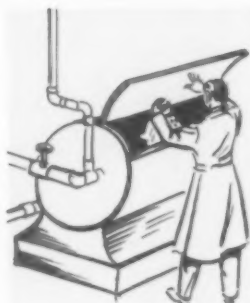
BUCKEYE "Scoops"

the Industry



Here's How →

A BRAND NEW CLEANING CONCEPT WITH **BUCKEYE** CLARIFYING PROCESS!



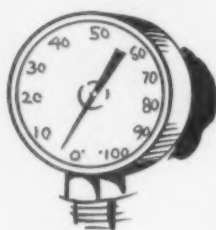
NO DUSTING

Hard activated granular carbon eliminates the dusting problem that is associated with present day pulverized carbon.



CLEANER SOLVENT

K.O. the color with Buckeye's hard granular activated carbon. Out goes the color, up goes the brightness in cleaning.



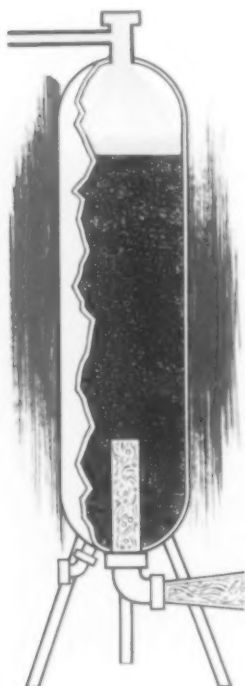
LESS FILTER PRESSURE

Eliminating the need for activated carbon to be placed on screens, bags or tubes, allows free flow of solvent.



ECONOMICAL

By eliminating daily dosages of powdered carbon and knowing the greater adsorptive powers of hard activated granular carbon, the savings are fantastic.



GUARANTEED CLARITY WITH NEW! EXCLUSIVE BUCKEYE CLARIFYING PROCESS

This is the revolutionary new process that out dates ineffective "batch type" operations. Super-activated hard granular carbon in special scientific equipment has resulted in the clearest solvent ever produced.

- Improves solvent quality
- Lower carbon dosage and costs
- Cleaner, eliminates slurring and dusting
- Highest solvent clarity over batch methods
- Protects customers clothes from "carbon loads"

CARBON TOWER

Exclusive, revolutionary Davies-Young equipment used in processing the super-adsorptive activated hard granular carbon for solvent clarification.

HARD GRANULAR ACTIVATED CARBON 25 lb. Bag



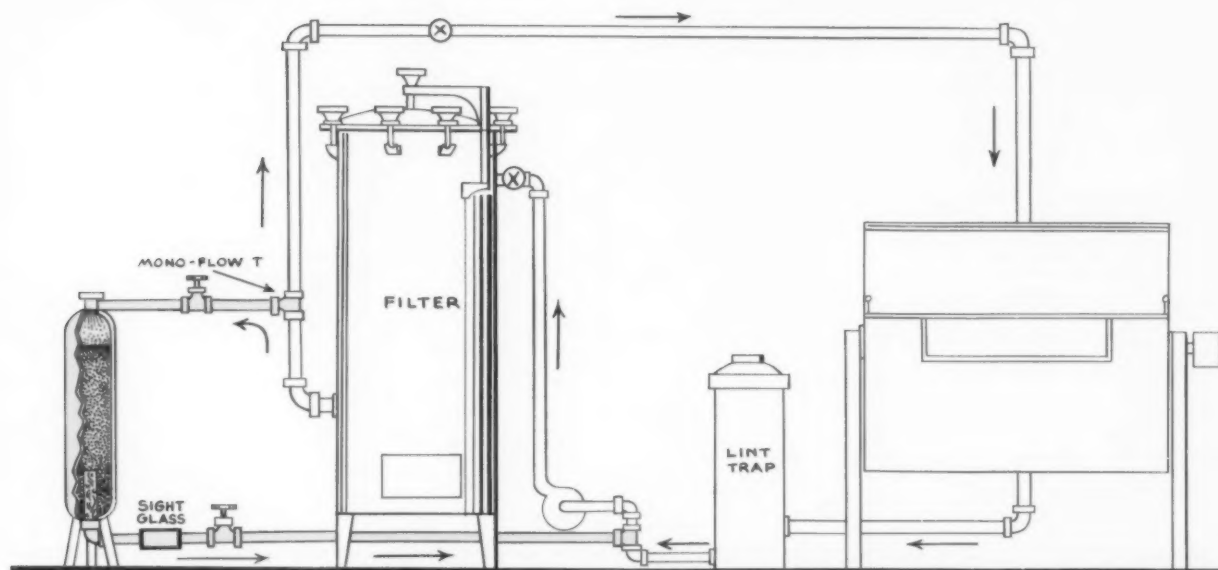
BUCKEYE

* PAT. APPLIED FOR

CLARIFYING PROCESS



STANDARD PETROLEUM UNIT WITH "B C P" CARBON TOWER ATTACHED



Green denotes piping arrangement for easy installation of "B C P"

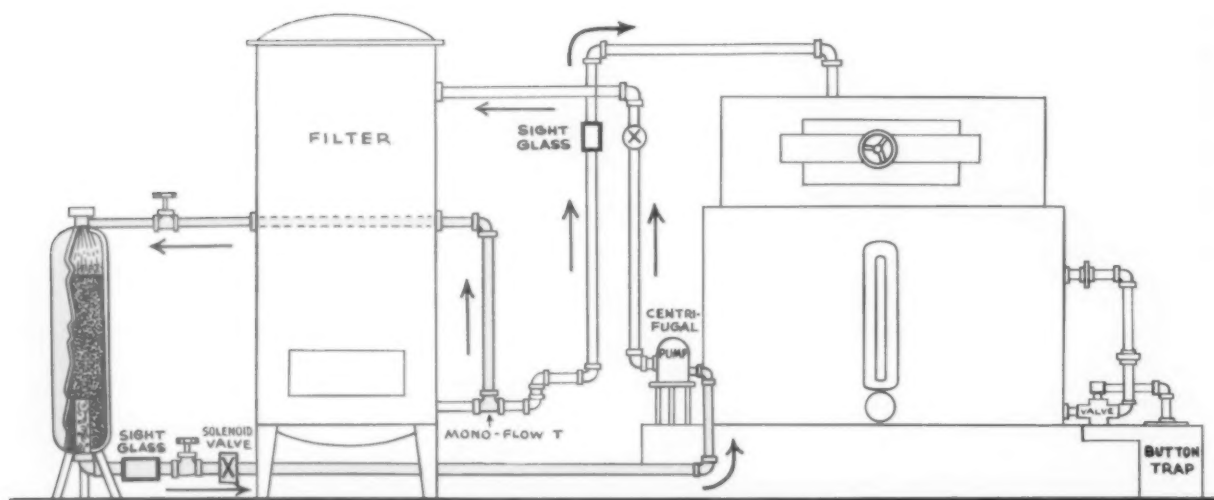
INSTALLATION INSTRUCTIONS FOR BUCKEYE CARBON TOWER

1. Insert proper size Monoflow supply T into outlet line from pressure filter. NOTE: Be sure Monoflow supply T is placed properly in line so as to divert approximately 10 percent of the solvent flow to the side outlet of Monoflow T.
2. Run line from side outlet of Monoflow supply T to side inlet of "Fill T" of Buckeye Carbon Tower. A standard gate valve should be placed between the two T's.
3. From outlet of bottom center of Buckeye Carbon Tower connect a line to a standard T located at the suction side of filter pump. A standard gate valve should be placed between outlet side of Carbon Tower and suction side of filter pump.
4. The pipe sizes for both inlet and outlet sides of Buckeye Carbon Tower **MUST** be same size.

INSTALLATION INSTRUCTIONS FOR BUCKEYE CARBON TOWER WHEN A CENTRIFUGAL PUMP IS USED

- 1A. The piping arrangement is the same as in 1, 2, 3 and 4 *with the exception* of a solenoid valve (special valve for perchlorethylene and or explosion proof valve for petroleum) must be placed in the outlet line from the Buckeye Carbon Tower. This valve is to be placed after gate valve and before suction side of pump.
- 2A. This valve is to be tied into the electrical circuit that regulates the filter pump. When pump is operating the valve is open, when filter pump is not operating the special valve is closed.

STANDARD SYNTHETIC UNIT WITH "B C P" CARBON TOWER ATTACHED WHEN CENTRIFUGAL PUMP IS USED



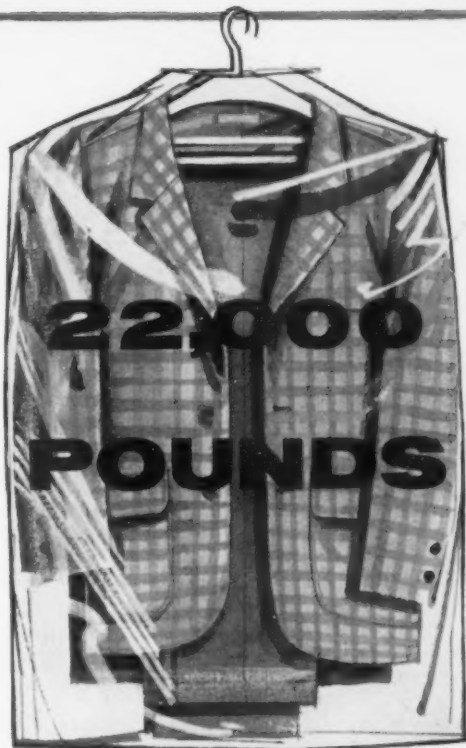
Green denotes piping arrangement for easy installation of "B C P"

OPERATING INSTRUCTIONS FOR USING BUCKEYE CARBON TOWER

1. Close both inlet and outlet valves to Carbon Tower.
2. Precoat Pressure Filter in usual manner *using diatomaceous earth only.*
3. After precoat is firmly on filter remove fill cap from Buckeye Carbon Tower. Open outlet gate valve.
4. *Partially* open inlet gate valve to allow solvent to enter Buckeye Carbon Tower slowly.
5. Open a bag of Buckeye "B. C. P." Activated hard Granular Carbon at fill spout on bag. Insert fill spout into 3" fill opening at top of carbon tower and empty contents into tower.
6. Replace fill cap and *open inlet valve fully.*
7. Carbon Tower is now in operation.
8. IMPORTANT: In shutting Dry Cleaning unit down for the day, **CLOSE OUTLET GATE VALVE FIRST.** Then close inlet valve (only after outlet valve has been closed).
9. In starting up Dry Cleaning unit — open inlet valve to Buckeye Carbon Tower first. Then open outlet valve.
10. *Always close* inlet and outlet valves when precoating or backwashing filter.

REMOVING SPENT ACTIVATED HARD GRANULAR CARBON FROM BUCKEYE CARBON TOWER

- 1B. Close outlet and inlet gate valves.
- 2B. Remove fill cap from Buckeye Carbon Tower.
- 3B. Remove drain plug from bottom of Buckeye Carbon Tower.
- 4B. Drain carbon into bucket or suitable receptacle. It may be necessary to crack open inlet valve to allow small amount of solvent to enter tower to completely flush spent carbon.
- 5B. In case of perchlorethylene the spent carbon slurry may be placed in a cooker to recover solvent.



*

Hoyt Sniff-O-Misers recover solvent from the air, reclaimers and drycleaning machines.

The "Sniffer"* Can Double Your Poundage per Drum of Perc

Testimonials from all parts of the country confirm the tremendous savings in solvent through the use of the Hoyt Solvent Adsorber — popularly known as "The Sniffer". Here are just two examples from the many in our files:

"With your Sniffer and Super Fast Reclaimer, we averaged 23,700 pounds per drum of Perc in 1960 at less than 1/2 cent per pound.

"An added benefit, our employee morale is at an all-time high because of the complete absence of odors".

The Nuway Laundry and Cleaners
Long Beach, California

"Since I have installed the Hoyt Sniff-O-Miser and reclaimer, I have more than doubled the pounds of dry-cleaning per drum of Perc".

Zip Cleaners
Atlanta, Georgia

Use the coupon below for 6-page folder, "The Sniffer Will Track Down your Solvent Losses".

HOYT

2 FORGE ROAD
WESTPORT, MASS.

HOYT MFG. (CANADA) LTD., TORONTO

Automatic Tumblers

Reclaimers

Solvent Adsorbers

Solvent and Water Chillers

Hoyt Manufacturing Corp.
Westport, Mass.

Send me folder, "The 'Sniffer' Will Track down your Solvent Losses" and name of nearest distributor.

Name _____

Company _____

Address _____

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SEPTEMBER 1961 • VOL. 52, NO. 9



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goes coin-op



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in call office

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MAIL CHANGE OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, N. Y.
Change of address should reach us one month in advance.



SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance.
Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue \$2.00.
THE NATIONAL CLEANER, September, 1961. Published monthly by Magazine Publishing Division, The Reuben H. Donnelley Corporation, Executive and Editorial Offices, 466 Lexington Avenue, New York 17, N. Y., Volume 52, No. 9. Entire contents of this publication covered by general copyright 1961. The Reuben H. Donnelley Corp. All rights reserved. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



"Our drycleaning is better because
we give your garments an **extra rinse**
in distilled solvent"



Your counter girls speak with pride and conviction about the consistently superior cleaning produced by Conductivity Control and your separate purified rinse.

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, ILL.

CANADIAN PATENT NO. 534,730
U. S. PATENT NO. 2,913,893

NEW PRODUCTS *and literature*



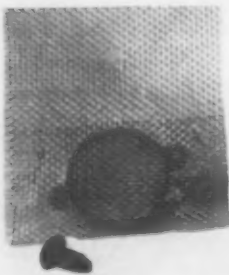
Go-Together Units

Designed and engineered to work together as a team, the new Baronet 423 and like-size Synth-O-Saver 300 have the same appearance, compact width and load capacity. According to the manufacturer, Detrex Chemical Industries, Inc., their reduced width and compact design permit moving through a 36-inch door, while identical basket capacities of 25 pounds minimize handling of garments between machines.

In addition to the features of other Detrex machines, the Baronet 423 has an open-pocket basket for easy access and a stainless-steel inner ring for added fabric protection.

The manufacturer suggests use of the machines in small-volume plants or in large plants to handle peak volume and for incidental production.

For further information, write: Detrex Chemical Industries, Inc., P. O. Box 501, Detroit 32, Mich.



Defoamer Pouch

A defoamer pouch is said to effectively prevent the build-up

of foam inside wet-pickup vacuum cleaners. It consists of a special foam-inhibiting chemical enclosed in a screen pouch which is easily attached to the intake deflector of any vacuum cleaner.

For further information: Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn.



Anti-Rust Turbines

The use of all-aluminum, anti-rust, self-balancing turbines in all models of Dri-Vac air vacuums is announced by Rema Corporation. According to the manufacturer, this design eliminates internal rust, while the precision balancing of the turbine eliminates bolting to the tank. A special feature also permits turning the turbine to any convenient position for installation. All condenser tanks are made of 12-gauge hot-rolled steel and anti-rust interior.

For further information write the Rema Corporation, Ruby St., P. O. Box 86, Norwalk, Conn.



Changeable-Copy Signs

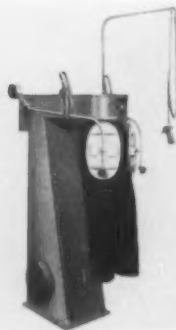
This example of a changeable-copy sign used to advertise a "special" was photographed at Battiston's Dry Cleaners, Weathersfield, Conn. The sign is 15 feet 7 inches

long, 29 inches high, with plastic letters 10 inches high. For literature on this type of display write Wagner Sign Service, Inc., 576 S. Hoyne Ave., Chicago 12, Ill.

Lint Remover

Lint-A-Way, a lint-remover, comes in three sizes—#6 contains over 30 layers of 6 inch-wide lint-removing material, 30 feet on each roll; size #3 contains over 60 layers of 3 inch-wide lint-removing material, 60 feet on each roll; and #C contains over 15 layers of 3 inch-wide lint-removing material, 15 feet on each roll.

For more information: Rite Aids, 18 Brattle St., Cambridge 38, Mass.



Pants Topper

The new Cissell pants topper, designed to top all kinds of trousers, slacks, pants in every size, light or heavyweight, is fully automatic with no foot pedals. The machine has automatic presteam, contoured pleat setters and a reset button. A Cissell water spray gun and condenser assembly come with this 24-second-cycle unit.

For more information: W. M. Cissell Manufacturing Company, Inc., 831 First St., Louisville 1, Ky.

New Water Repellent

A new dry-side water repellent concentrate, Repelex with Soft-A-Sil, may be used with all types of fabrics and will, the manufacturer states, leave the garments with a soft feel. Repelex is available in gallons, six to the case, and 5-gallon pails. For further details write the Dixo Company, 158 Central Ave., Rochelle Park, N. J.



Coin-Op Adjusta-Forms

Introduction of two coin-operated models of Adjusta-Form finishers enables the owner to offer the customer a more complete service. Both new models operate on a 10-cent coin; a 25-cent coin slide and coin box is optional.

The Model CM-1 is completely self-contained, generating its own steam. The stainless-steel pressureless generator incorporates a self-purging unit to eliminate linting and the need for blow-down. Installation is said to be simple, and only two controls are needed to operate the semi-automatic unit. The cycle is completed in 3 1/4 minutes.

The Model CM-2 is identical except that it requires an external supply of high-pressure steam. The manufacturer points out that this unit is not adaptable to some locations because of local or state restrictions.

For further information: Wichita Precision Tool Company, Inc., 450 N. Seneca St., Wichita 3, Kans.



Chevrolet Truck Line

The 1962 Chevrolet truck line has been expanded to 198 models, ranging from light-duty Corvair 95 pickups (photo) to big tandem-axle units. A four-cylinder medium-duty diesel and two larger more powerful

YOUR REQUEST

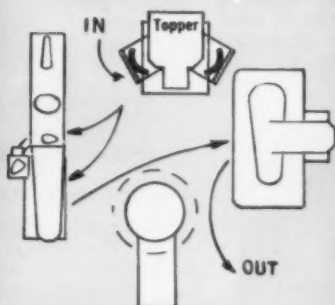
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

38% MORE WITH UNIT FINISHING

Operator simply pivots from one operation to the next...is never more than 2 short steps from one piece of equipment to another.

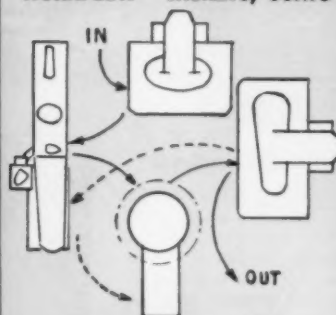
UNIT FINISHING LAYOUTS

WORKFLOW — TROUSERS



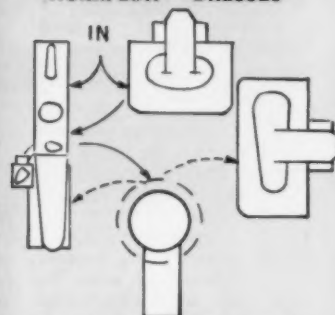
Topping on Steam Air Topper
Puffer removes crotch wrinkles
Iron or puffer opens seams (especially important on wash pants)
Legging on Utility Press
Touch-up pockets on Puffer if required

WORKFLOW — JACKETS, COATS



Yoke area on Mushroom Press
Shoulders on Small Puffer
Steam on Form
Touch-up on Utility Press
(Linings ironed at Board)

WORKFLOW — DRESSES



Topping on either Mushroom Press or
Mushroom Puffer, or both
Shoulders on Shoulder Puffer
Sleeves on Sleeve Puffer
Steam on Form
Touch-up on either Utility Press or Ironing
Board, or both
(Procedure will vary according to material
and styling)

38% More
with BISHOP[®]
Puf'n'Iron[™]
FINISHER
with electric
VACUUM

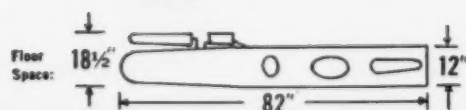
ADVANTAGES OF UNIT FINISHING:

1. Reduces handling of every garment.
2. Reduces walking of operators between operations.
3. Increases production per operator hour and day.
4. Keeps work flowing efficiently through the plant . . . no backtracking . . . no lost time.
5. Keeps each lot of finishing together . . . eliminates losses.
6. Allows greatest utilization of each piece of equipment.
7. Increases quality of finishing because:
 - (a) Full responsibility for each garment is on one operator, no "buck passing";
 - (b) Operator has all tools for proper finishing right at the fingertips.

PATENT
PENDING

85-234-504SEV—Continuous 82-inch all Steel table top with Electric Vacuum unit. Tapered left end is 40-inch Ironing Board, padded and covered, plus Garment Tray, Steam-Iron Rest, double Sleeve-Ironing Board on Swing-Away Arm. Unit includes 3 nylon-covered Puffers (egg-shaped Shoulder Puffer, Mushroom, Sleeve), each with individual pedal, and 3-lb. (or 6-lb. if specified) Thumb-Operated Steam-Electric Iron, 110 v. AC (unless 220 v. AC is specified) with Water-Spray Gun and Condenser.

VACUUM



MODEL
85-234-504SEV
PUF 'N' IRON
FINISHER
Complete with
Steam Iron

\$545.00

MODEL
85-234SEV
PUF 'N' IRON
FINISHER
Without Steam
Iron Assembly

\$434.50

F.O.B. EVANSTON

BISHOP FREEMAN CO. MFRS., EVANSTON, ILLINOIS, U.S.A.

V8's in medium- and heavy-duty models are offered for the first time.

For more information: Chevrolet Motor Division, General Motors Bldg., Detroit 2, Mich.

New Supplies Folder

A new 12-page illustrated booklet describes the cleaning and spotting agents, bleaches and auxiliary products of the Dixo Company, Inc. Included are E-Z-Duz-It all-purpose spotter, Siz-A-Tize dry sizing concentrate, Ply-O-Fabric, softener for imitation leather, Repelex water-repellent concentrate, P M D moth repellent, and Lintex sprayable lint remover.

For a free copy write The Dixo Co., Inc., 158 Central Ave., Rochelle Park, N. J.



Refinishing Plastic Coats

Dramatic refinishing of plastic coats and jackets that restores original bright colors is announced by Richard F. Kelley, Mel-O-Flex Suede & Leather Refinishers, 500 W. Grand, Oklahoma City, Oklahoma. Multicolored sample coat is shown by Mrs. (Marge) Kelley, modeled by one of the salesgirls.

Aluminum Bodies

Olsonette aluminum delivery truck bodies have a new design which, the manufacturer claims, can carry a ton load on a half-ton chassis. It is available on Ford and Chevrolet half-ton chassis and will soon also be available on Dodge half-ton 104-inch wheelbase forward control chassis. The body has a width of 74 inches and an inside height of 66 7/8 inches.

For more information: J. B. E. Olson Corp., 600 Old Country Rd., Garden City, N. Y.

YOUR REQUEST

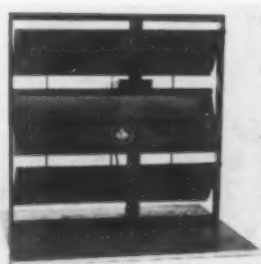
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.



Low-Pressure Steam Dryer

Safe-T-Steam, a coin-op low-pressure dryer, is said to operate on less fuel than conventional dryers. It has no open flames or pilot light and a minimum number of parts, and it is claimed that it dries quickly at low temperatures with no resultant streaks or carbon spots. It is also equipped with an ultraviolet purifier.

For more information: International Dryer Sales Corporation, Subsidiary of Friendly Frost, Inc., Westbury, N. Y.



Air-Volume Control

The Polar Breez now offers a single electrically operated control for regulation from zero to full volume as desired, for winter ventilation as well as summer cooling. A 30- by 30-inch damper with motor attached is located in the main duct, 18 to 24 inches from the blower outlet. Larger size dampers can be made on special order.

For further information: Air Cooling Engineering Company, 3812 N. Lawrence St., Philadelphia 40, Pa.

Teflon Hose Bulletin

A new 4-page technical bulletin describes bronze wire braided hose with an inner core of Teflon, with a section on attachable fittings and one on how to order. For a copy of Bulletin 29, write Atlantic Metal Hose Company, Inc., 308 Dyckman St., New York 34, N. Y.

Intercom Substations

Three models of Talk-A-Phone intercommunication substations are now available with front panels of stainless steel. They mount flush to desks, walls, etc., or can be surface-mounted with a new surface-mounting accessory.

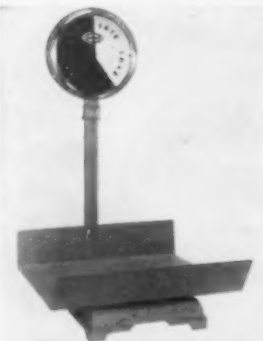
For more information: Talk-A-Phone Co., 5013 N. Kedzie Ave., Chicago 25, Ill.



Short-Cycle Drycleaner

A short-cycle drycleaning unit said to clean 12 pounds in 22 minutes has been developed. It requires 3 feet by 6 feet 7 inches of floor space, and no boiler is necessary for its operation. Although the unit is suitable for drop store and coin laundries, it is not a coin-operated unit.

For more information: MIL National Corporation, 1101 E. Tremont Ave., New York 60, N. Y.



Scale for Coin-Ops

A new load-checking scale for coin-operated drycleaning and laundry establishments has a special dial that indicates when the amount of garments placed on it is a safe load or an overload for the machine capacity. The scale is 36 inches high, has an 18- by 20- by 5-inch tray and an 8-inch dial. The finish is soft green.

For further information write John Chatillon & Sons, 85 Cliff St., New York 38, N. Y.



Hanging Coin-Op Scale

A hanging scale designed for use in drycleaning coin-ops, the Detecto-Matic 3530 (V), has a 15-inch-diameter, double-face dial and a 20- by 20-inch aluminum tray. The face is colored green from 0 to 8 pounds and marked "Safe Load," the balance marked "Overload" and colored red.

Further information may be obtained from Detecto Scales, Inc., 540 Park Ave., Brooklyn 5, N. Y.



Self-Service Scale

Designed to help the customer determine the proper load for a coin-operated drycleaner, the Aldecor scale, model GP-1, includes a waist-high basket in an upright stand. The face of the scale shows, instead of pound weight, a green section marked "Satisfactory Load" and a red for "Overload." Overall height is 52 inches, basket 20 inches deep, color Ald blue to match the Laundromat dry-cleaner.

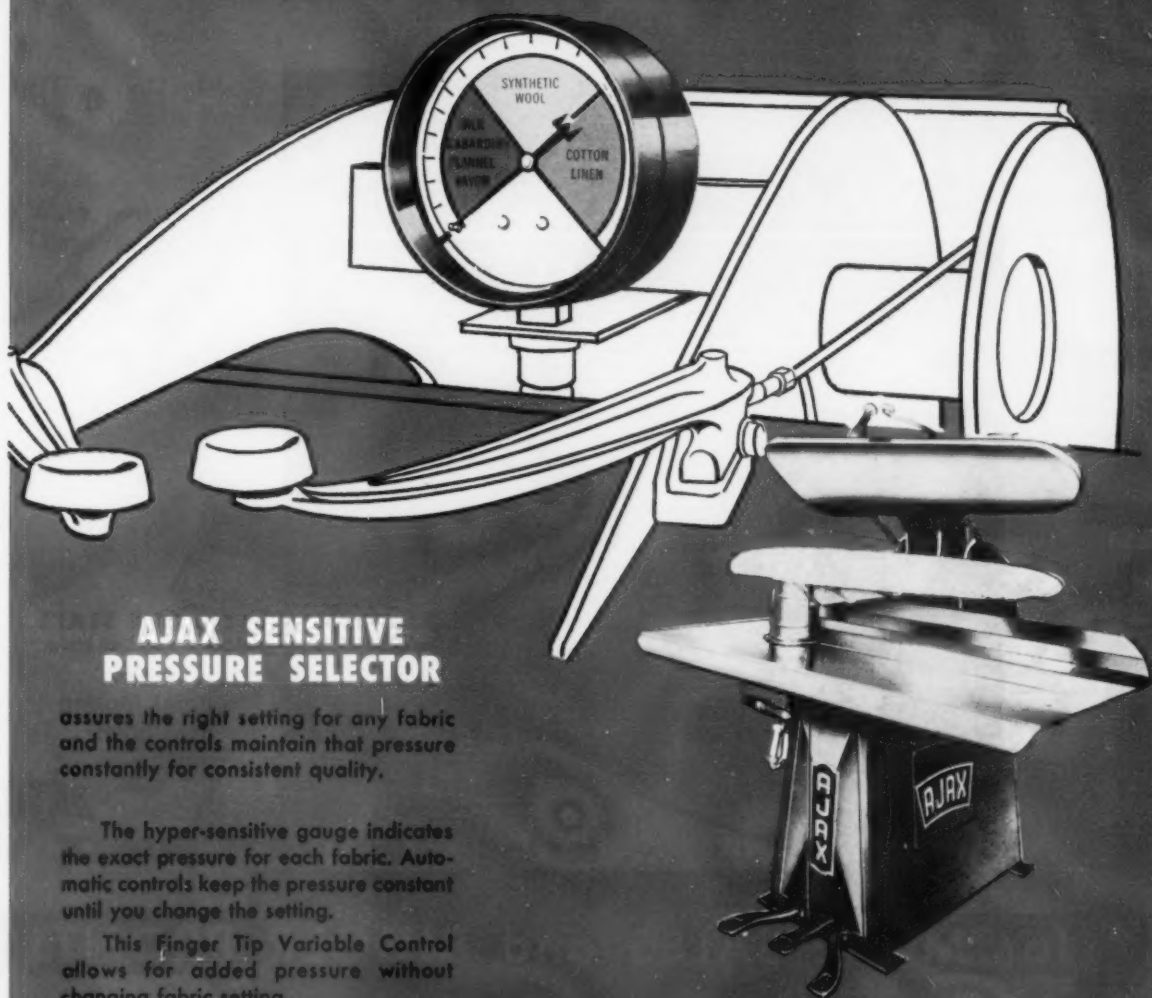
For further information write Ald, Inc., 7045 N. Western Ave., Chicago 45, Ill.

Field-Tested Units

High-speed operation is the major feature claimed for new coin-op drycleaning units being developed and field-tested by

Continued on page 90

CONTROLLED QUALITY MEANS REPEAT CUSTOMERS with Ajax Dry Cleaning Presses



AJAX SENSITIVE PRESSURE SELECTOR

assures the right setting for any fabric and the controls maintain that pressure constantly for consistent quality.

The hyper-sensitive gauge indicates the exact pressure for each fabric. Automatic controls keep the pressure constant until you change the setting.

This Finger Tip Variable Control allows for added pressure without changing fabric setting.

Only Ajax places the gauge on the head of the press, where it is visible at all times... never hidden by the garments you are pressing. Ajax Sensitive Pressure Selector and Automatic control are standard equipment on all Ajax Dry Cleaning Presses!

The quality finishing with Ajax Dry Cleaning Presses turns casual customers into your steady customers.

Ask your Ajax Representative about
CONTROLLED QUALITY—Today!
or — write: AJAX — P.O. Box 449, Salt Lake City, Utah

Since 1929... 'A Press for every Purpose'
AJAX PRESSES

619 SOUTH 5th WEST, SALT LAKE CITY, UTAH

It's
TIME
for a...

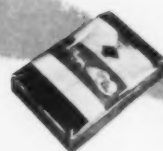
CHANGE!

to
"Executive La-down Staiz"
and "Vu-Pax"

PP-2 PAK-FASTER
Only \$180.00



B-412 SHIRT BIN
Only \$56.00



EXECUTIVE STAIZ
U.S. Pat. No. 2883094
The Key
To Profit Making
Shirt Sales

for MORE SALES and BIGGER PROFIT!

FOLD-FASTER
Only \$172.50

FOLD-KING Complete
Only \$365.00



The Finest FORM-B
Only \$195.00



**TIME SAVERS' SHIRT
SERVICE SPECIALTIES TAKE
YOU FROM SHIRT POST
TO COMPLETE PACKAGE
...AT LOWEST POSSIBLE COST!**

The Biggest and Best Source for Complete Shirt Packaging!



TIME SAVERS, INC.

83-99 WALNUT ST.,

MONTCLAIR, N. J.

TIME SAVERS

Vu-Pax!

GIFT PACKAGE SHIRTS at NO EXTRA COST!

Display Quality Laundering
with Quality Packaging.

'Vu-Pax' SELLS Quality
Work and WINS New
Customers.



SIZE*	NO. OF SHIRTS PER PACKAGE	
	La-Down	Stand-Up
A	2	2
B	3	—
C	4	3
D	5	4
E	6	5
F	7	6
G	8	—

Heavy Duty Blue Board
Shell with Sparkling Trans-
parent Poly Bag Outer
Protective Covering.

*Available in up to 7 different
size packages to fit 2 to 8 shirts.
For both Stand-Up and La-Down
Collars. Specify 12" or 14"
Shirt Folds.



TIME SAVERS, INC. WALNUT ST., MONTCLAIR, N.J.

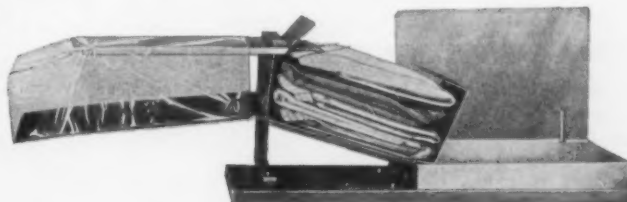
WRITE FOR FREE CATALOG AND SAMPLES

*Dynamic Sales Producing
Shirt Showmanship!*

NEW LOW COST
Counter Model (PF-1)

Pak-Faster

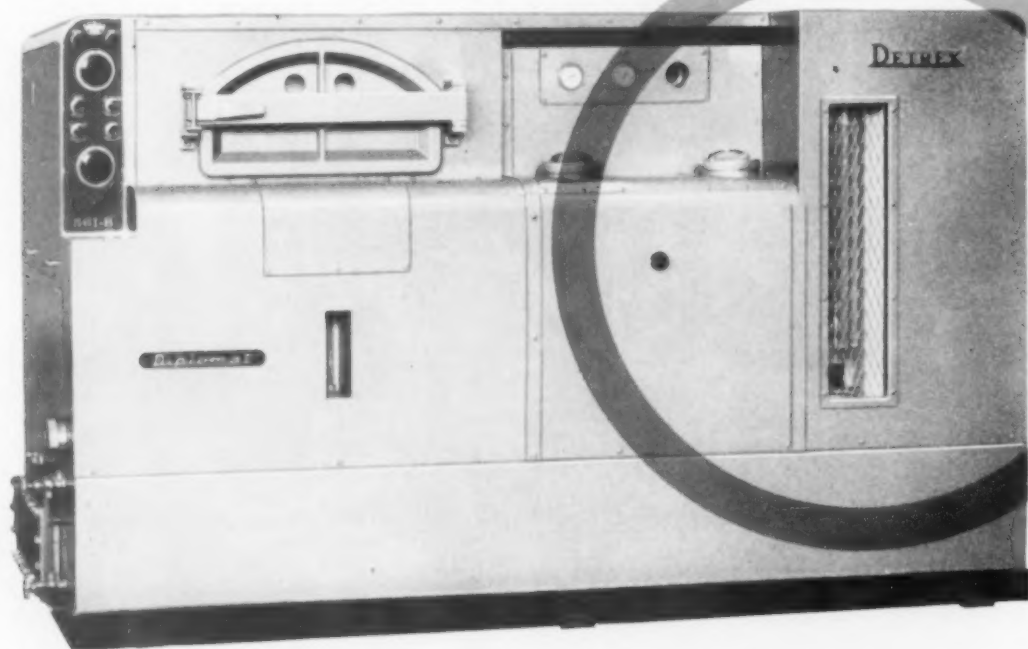
Produces 'Eye Catching' Shirt Package.
At the NEW LOW PRICE Every Cleaner
and Laundryman can afford.



Only \$80⁰⁰*

*With Initial order of 5M Vu-Pax

DETREX *Stedy-Flo*® FILTRATION SMALL IN SIZE BUT



When plant operators first see a new Deluxe Model Detrex cleaning machine, they are amazed at the compact design of the filter—especially when compared to the bulky, old-fashioned filters of many competitive machines.

But don't be misled by the small size of the new Detrex Stedy-Flo filter—it is mighty big in filtering capacity—decidedly superior in filtering performance—and completely automatic in its operation. Furthermore, the exclusive Pyrex glass front permits you to see the condition of the filter operation at all times.

DETREX CHEMICAL INDUSTRIES, INC.
P. O. BOX 501 • DETROIT 32 • MICHIGAN

Detrex Chemical Industries, Inc. Box 501, Detroit 32, Mich.
Gentlemen: Please mail me information on the following Detrex equipment or material—

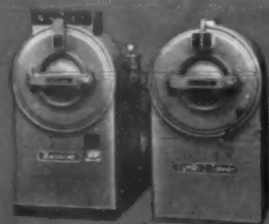
- ☐ Baronet 423 and Synth-O-Saver 300
- ☐ Deluxe Monarch, Diplomat and Ambassador
- ☐ Synth-O-Saver Models 326, 326-A, 340, 340-A
- ☐ Econ-O-Perk Models 32 and 62
- ☐ Detrex 30-Month Lease Plan
- ☐ Clean Only Booklet—"Let's Face the Facts"

Signature _____

Firm Name _____

Street Address _____

City and State _____



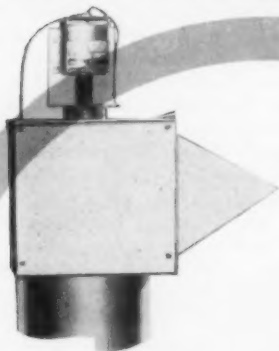
BARONET 423
AND SYNTH-O-SAVER 300
Operating Team Mates
with Same Capacity
25 lbs. per load
100 lbs. per hour



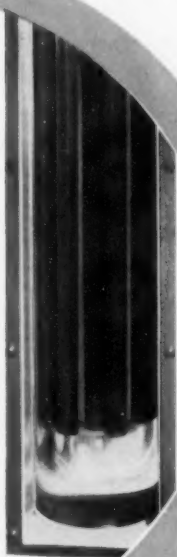
DELUXE MONARCH
Ideal for operators in
Medium-Low range
Single-Bath Model 526
Two-Bath Model 526-B
140 lbs. per hour

MIGHTY BIG IN CAPACITY

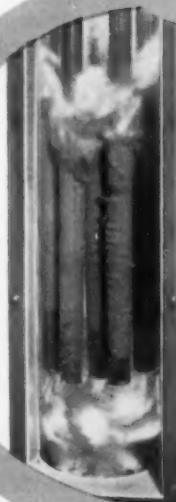
and amazingly automatic in operation



These stainless steel tubes are the heart of the Detrex filter. They are automatically coated with just the right amount of filter powder before and during each cleaning cycle. A simple control button adjusts the powder feed for any and all cleaning conditions.



This photo shows the filter tubes after precoating with diatomaceous earth. Back-washing and pre-coating of the filter tubes takes place automatically before each new load. Circulated through the filter system during entire cleaning cycle, solvent is kept constantly and uniformly clean and clear.



At the end of each cleaning cycle, spent filter powder is automatically backwashed into the Centrifuge Muck Separator. With the advanced design and automatic backwashing of the Detrex Steady-Flo filter, there is no build-up of filter powder and no change of pressure from the day's first to last cleaning load.



DELUXE DIPLOMAT

Meets the Needs of all but
Biggest Operators
Single-Bath Model 561
Two-Bath Model 561-B
200 lbs. per hour



DELUXE AMBASSADOR

Highest Capacity in the
Synthetic Field
Single-Bath Model 601
Two Bath Model 601-B
300 lbs. per hour



ECON-O-PERK

Single Model 31
5 gal. recovery capacity
Dual Model 61
10 gal. recovery capacity



SYNTH-O-SAVER

Models 326 and 326A
35 lb. capacity
Models 340 and 340A
50 lb. capacity

TRENDS *of the times*

Ontario Sales Tax: From a quick perusal of the tax rulings of the Treasurer of Ontario, it would appear that "drycleaners and repairers are consumers and must pay tax on supplies used in drycleaning and in performing repair services." But other provisions state that drycleaners and laundrerers are free from collecting sales tax on their services, including repairs, unless charges for such repairs are considerable in relation to their normal charges for services.

□ □

License Fees: The town council of Sault Ste. Marie, Ont., is reconsidering a special license fee that nonresident drycleaning firms doing business in that town are being charged. At present nonresident drycleaners are charged \$150, but the licensing has not yet met with the approval of the Department of Municipal Affairs in Toronto.

□ □

Wool Promotion: The Coordinating Council for Wool Promotion in the U. S. is about to launch a multimillion-dollar program to increase wool consumption at all levels of the textile industry. The eight-man council, composed of directors from various wool trade organizations, coordinates the activities of the American Wool Council and The Wool Bureau, Inc. These groups will intensify education efforts and further promote technical developments throughout the industry.

□ □

Fire Prevention Week is October 8-14, and the National Fire Protection Association, 60 Batterymarch St., Boston 10, Mass., is offering a wide range of valuable material that can be used to call attention to constructive ways to prevent fire loss.

□ □

California Exams: Complaints coming in from California are that the exams given by the State Board of Dry Cleaners have been far too tough. High percentages of those taking the test have failed, leading David Ellis, executive secretary of the board, to

comment that in the future the board might issue some kind of less stringent license.

□ □

Illinois Sales Tax: The Department of Revenue of Illinois recently published a pamphlet to warn persons who perform a service that they are liable to state sales taxes. In the case of drycleaners, the tax is on many little items usually taken for granted, like the coat hangers given to customers with their garments.

□ □

Gas, Oil and the Laundry: An Ontario newspaper commenting on the Canadian Supreme Court ruling that coin-ops must close on Sunday said that public protest would indeed be great if the sale of oil and gas were curtailed by these blue laws. The journal believes that the coin-op owners should be vocal in their protests, and went on to say that the needs of a laundry customer were as great as those of a Sunday motorist.

□ □

Knock, Knock . . . Joe Sent Me: Those people who feel that the laundry business is not an exciting or adventure-some enterprise are about to learn differently from the coin-op laundry-owners of Chicago. It seem that these boys are considering turning their coin-op laundry stores into "key clubs" in order to get around certain city regulations recently enacted.

For some time the coin-operators had been protesting certain proposals for regulating coin-ops that were to be put before the Chicago city council. Before the council's meeting the stores were closed and coin-op brigades marched down to city hall armed with placards and their worst manners to show the mayor and the council that they meant business.irate outbursts by the protesters marked the meeting along with a couple of brawls. Policemen were pushed, insults were screamed, and a few coin-operators were hauled off to jail. In spite of all this, they couldn't impress the city officials.

The council decided that an attendant must be present at all coin-ops

(laundry and drycleaning) between 6 and 11 p.m., and that the establishments must be closed between 11 p.m. and 7 a.m. License fees were raised for coin-op laundries to \$150 for 10 or fewer machines and \$10 more for each machine over 10. Another license fee was set for coin-op drycleaners—\$250 for operations of up to 10 machines plus \$20 for each machine over 20.

But the coin-op laundryowners want it known that the barricades are not down and they are not defeated. As an ace-in-the-hole they are thinking of coin-op key clubs, private clubs for coin-op users that will take the stores out of the city's jurisdiction, at least as far as the aforementioned rules are concerned. Customers would pay 5 to 10 cents for a key and be able to use it at all times.

We don't know yet the full extent of the key club services to be supplied but if they're anything like most key clubs there certainly should be elaborate decor, a bar, and possibly a floor show. The next time we're in Chicago we'll try to get into one and see. Knock, knock . . . Joe sent me—for the laundry.

□ □

Community Service: In Chicago, during July, Scotty's Cleaners aided the Urban League raise funds by rebating 20 percent of all monies received to the league.

Roscoe C. Lee, Lee's Prest-O-Cleaners, Milton-Freewater, Ore., has begun his term as governor of Rotary district 510 in Oregon and Washington. Mr. Lee is also vice-president of the Blue Mountain Dry Cleaners Association.

Kimmel Dry Cleaners, Findlay, Ohio, provided a special tour of its plant for the Women's Society of Christian Service of Mount Blanchard Methodist Church.

□ □

Be sure to use
your POSTAL
ZONE NUMBER

on all letters and packages

It's Easy... to Get the **MOST** Out of this Can!



Packed only in five-pound, friction-top, lithographed cans, to insure high-oxygen-content material at all times.

"Most" is the *highest available oxygen content.*

When you use Eaton's Century Brand Sodium Perborate, you get a gentle, slow impartation of oxygen to the wool goods you are treating. You get the regenerative action which is so desirable . . . bleaching, and bringing back the soft, springy feel and original degree of whiteness your customers want in their woolsens.

Century Brand Sodium Perborate is produced with the *highest possible available oxygen content.* That's why this can gives you the "most". It's specially designed to seal in this oxygen content, and keep it available for your benefit.

Don't compare Eaton's Century Brand Sodium Perborate with commercial grades packed in barrels, kegs, cartons, and paper bags. Century Brand is manufactured and packed especially for the dry cleaning industry. Its purity and effectiveness are sealed in this can. Keep it sealed . . . and you'll always get the "most" out of it.

Order from your distributor *today!*

WHY EXPERIMENT—USE EATON PRODUCTS

EATON CHEMICAL AND DYESTUFF COMPANY

Established
in the year
1838

1490 Franklin St., Detroit 7, Michigan

500,000

HOURS

— or —

62,500

DAYS

— or —

10,416

WEEKS

— or —

200

YEARS

**PROVES
PER FLEX
COMBO
UNBRIDGEABLE**

Over 500,000 hours or 200 years of actual operations in the field proves conclusively that the new Per-Flex filter tubes are unbridgeable and non-cloggable. This plus the many other features of the Per-Flex Combo—that filters, distills, reclaims and cools all in one compact unit—is your assurance of a lifetime of trouble-free solvent maintenance system.

PER CORPORATION

P. O. Box 305, Orange, N. J.

(Advertisement)

LETTER from the editor

Who's confused?

THERE'S a very good Yiddish word for it—*verblundet*. It means utterly confused, entirely unable to decide the next move.

So, after nearly a year of actual face-to-face encounter with drycleaning coin-ops, this industry appears to still be in an acute state of *verblunde-ing*.

As one prominent allied tradesman pungently put it, "This coin-op business has made chronic liars out of more perfect gentlemen than any single development in the industry for the past 30 years!"

His remark concluded a bull session in which it was the consensus that a lot of coin-op cleaning setups were hitting the jackpot, but their owners wouldn't admit it because they wanted more installations. An equal number perhaps, have been disappointed, for one reason or another, but hate to admit they goofed. Both kinds lie with very similar facility, was the group opinion.

This is not being fair with guys who have "leveled" with us, such as Lino Battiston and Harold Brown, who are heard from again in this issue.

It does reflect the fact that coin-op drycleaning is still only in phase two of its development. Even the wisest experts cannot be expected to have most of the answers before this time next year.

Phase one was the engineering and testing of marketable coin-op cleaning equipment. Phase two is the sale and installation of sufficient equipment all across the country so that a majority of the public has self-service facilities available.

Phase three opens this fall with the most heavily concentrated barrage of advertising and promoting drycleaning that our industry has ever seen, or even dreamed of.

Public advertising of coin-op drycleaning, so far, has been directed at the investor, whether inside or outside our industry. The *Wall Street Journal* has probably been the biggest single beneficiary of coin-op advertising budgets. Any apparent promotion of coin drycleaning to the public has actually been incidental to spreading the idea that coin-ops are a good investment market.

By October, some of the emphasis shifts. The big ad budgets will become more consumer-oriented.

This fall's traditional high drycleaning volume is the first major testing ground of the true impact of coin-op drycleaning.

There are going to be a lot of casualties by the first of the year—both in traditional types of plants and in coin-ops. The plants will be those that are on the skids anyway. Their exit from the scene will only be accelerated by coin-op. These, for the most part, are the "human coin-ops" that invited this new competition in the first place.

We'd like to make just one significant comment about these pseudo-professionals. They mostly are nonprogressive. They do not support associations, are not likely to belong to NID. They seldom read journals. Our records show five times the nonsubscribers to THE NATIONAL CLEANER go out of business as do subscribers.

For human coin-ops—this is it!

Bill Palmer

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$16 per 100, one side of a single sheet; \$25 per 100, two sides of a single sheet (8½ x 11). Additional 100's at \$1.50, one side; \$1.80, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor: THE NATIONAL CLEANER, 466 Lexington Ave., New York 17, N. Y.

You'll Sell More Water Repellent Service

FREE

ANIMATED

ILLUMINATED

Raincote[®]
DISPLAY



Now for the first time, your customers can actually see the effectiveness of your Raincote Water Repellent Service as this exclusive display dips a "Raincote" treated fabric and an ordinary fabric into a tray of water. At the same time, your colorful sales message illuminates on and off. A regular \$10.95 value, for a limited time only — YOURS FREE with your Fall order.

P.S. Remember, Raincote is the industry's top rated water repellent with the "soft hand" ... and is the most economical to use. It offers you the most complete and imaginative merchandising program.

Gentlemen:

My Fall "Raincote" order will be gallons. Please ship the following order NOW!

- ☐ Case (6, 1 gal. cans)
del. 2nd Case approx. (date)
- ☐ 15 gal. drum
- ☐ 30 gal. drum
- ☐ 55 gal. drum

STORE NAME _____

ADDRESS _____

CITY _____ STATE _____

YOUR NAME _____

DISTRIBUTOR'S NAME _____

GROW with NID
join in OCTOBER!

SEPTEMBER, 1961



Signal

CHEMICAL MFG. CO., INC.

5020 RICHMOND RD. • BEDFORD, OHIO

TOPS FOR PANTS

THE NEW

CISSELL

THE ALL-NEW, BRAND-NEW

Only \$500 Complete for *** the newest, most automatic, fastest steam-air topper ever developed. It's the easiest for beginners to learn on; fastest for skilled operators to use. The Cissell Pants Topper can out-perform — in time and quality — any single pants topper now made. **CISSELL'S NEW PANTS TOPPER** can top all kinds of trousers, pants, men's and women's slacks and shorts *** in every size, large or small *** lightweight *** heavyweight. It will not lusterize or imprint. — It's fully automatic *** has no foot pedals *** assures top-quality production everytime *** saves operator fatigue as well as time.

Exclusives that make this

*** shaped to fit the tailored cut of pants.

ing of fabric for fast smoothing and laying of pants pleats. **CONTOURED PLEAT SETTERS** *** simple vertical motion *** counter-balanced for fast movement to and from pressing position *** no locks or latches *** self-aligning to assure perfectly pressed pleats *** remain out of way while pants are being mounted. **RESET BUTTON** *** saves time, permits immediate cancelling of automatic cycle to re-lay shifted pleat or to straighten twisted pants top. **HEAT-RESISTING BUCK PADDING** of high-heat synthetic air foam rubber, perforated for rapid transfer of steam and air through buck padding *** nylon Cissell nylon bag automatically conforms to exact size of pants. **ALL ELECTRICAL CONTROLS**— mounted in external compartment for simplified maintenance.



Here are a few Cissell

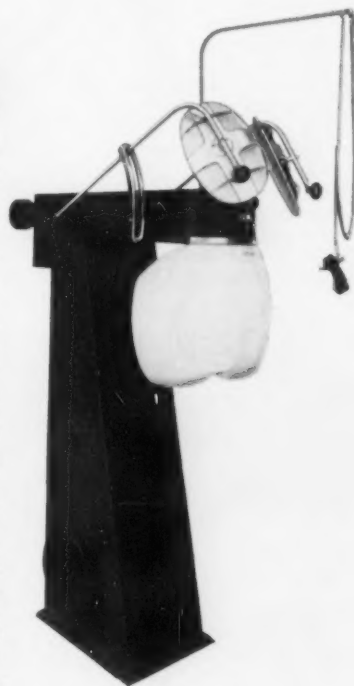
Pants Topper Tops: CONTOURED BUCK

AUTOMATIC PRE-STEAM *** uniform pre-condition-

PANTS TOPPER

And that's not

all. Here are some more outstanding features of the new Cissell Pants Topper: FULLY-AUTOMATIC, FULLY-ADJUSTABLE, 24-SECOND CYCLE *** steams *** air dries *** cuts off, allowing operator free time to perform other operations. Can double present production! Fast, automatic finishing equals deliberate work of highly skilled operator. **MANUAL AIR CONTROL** *** for thorough drying of wet-cleaned pants *** or excessive wetted areas. The new Cissell PANTS TOPPER eliminates guesswork *** affords uniform quality finishing. Simple to learn and operate — Compact size fits any "wasted space." Speeds leg pressing, too! Topper conditions entire leg, breaks static. Easily removes hard-to-get-at crotch wrinkles. — Cissell Water - Spray Gun and as standard equipment.



about the new CISSELL



Condenser Assembly furnished

What more can we tell you
PANTS TOPPER? One last and very

important thing. There's only one model . . . and one price, and a very reasonable one it is for this fine piece of equipment. CONSULT YOUR JOBBER *** he'll give you complete information about the new CISSELL PANTS TOPPER. Remember, it's only \$500 F.O.B. Louisville. When ordering, specify voltage and current. W. M. Cissell Mfg. Co., Inc., Louisville 1, Ky. Pacific Coast office, 4823 W. Jefferson Blvd., Los Angeles.

CISSELL PANTS TOPPER

NEWS *from the allied trades*



JAMES M. CHISHOLM



ALBERT H. JORDAN

Sanitone Opens New Divisions

Emery Industries has formed a domestic division for its Sanitone Division, and named Albert H. Jordan general manager. He will have direct responsibility for research, production and sales of the Sanitone process in the United States. This includes control of regional sales offices and direct field representatives. Mr. Jordan is well known in the drycleaning industry, with which he has been associated for the past 10 years.

Also formed was a Foreign Sanitone Division to be headed

by James M. Chisholm. He will report directly to J. M. Archibale, director of all foreign operations for the company. Primary areas of interest are Canada, Australia, New Zealand. Mr. Chisholm was formerly general manager of the Sanitone Division, and has been with the firm for 13 years.

In addition, Harold F. Chord has been named head of the Canadian operation, and Thomas E. Durham head of the Sanitone Division's Australian operations.

sales manager in Chicago, will become division manager, Western Division, with headquarters in Phoenix, Ariz.

In the Southeastern division, 25-year veteran Robert C. Digges will be division manager, with headquarters in Philadelphia.

With Philco since 1956, C. W. (Chuck) Haley becomes manager of the North Central division, Merchandise Mart, Chicago.

New with the company but with much experience in the laundry and drycleaning fields, Herb Such becomes Eastern division manager, with headquarters in New York.

logg-American Division (Scaife Company) is participating in a series of international trade fairs. A Kellogg-American air compressor was used in an exhibit of drycleaning and laundry equipment at the United States Pavilion in the 30th International Trade Fair, at Poznan, Poland, in June. The equipment will also be shown at the next International Trade Fair, to be held in Zagreb, Yugoslavia, September 9-24.

New Name for Permac

Eastern Permac Corporation is the new name for North Eastern Permac Company. It was decided that the firm's new name was more indicative of the area covered by Eastern Permac, which is the entire East Coast.

Fair Share

In cooperation with the U. S. Department of Commerce, Kel-



GEORGE W. MANUEL



TOM DONOHOE

Norge Announces Two Appointments

Tom Donohoe has been appointed supervisor of sales training for coin-operated drycleaning and other commercial equipment made by the Norge Division of Borg-Warner Corp. With headquarters in Chicago, he will work closely with distributors and operators of Norge Laundry and Cleaning Villages. For four years Mr. Donohoe was associated with the National Institute of Drycleaning, most recently as sales training supervisor.

As field sales manager of commercial equipment, George W. (Joe) Manuel will direct the Norge Division's national field sales organization for coin-operated drycleaning units and other Norge commercial equip-

ment, with headquarters in Chicago. Mr. Manuel was for many years a sales executive in the home appliance industry before coming to Norge in 1959.

Prosperity Opens New Jersey Office

The Prosperity Company, division of Ward Industries Corp., has opened a new regional office in Red Bank, N. J. This office, under the direction of regional manager S. P. Giaino, will be headquarters for the region which has district offices in Washington, D. C., as well as in New England. Area district manager is F. C. Ohland.

Continued on page 90



R. R. Street and Company Expands Field Staff

Shown above are specialists in perchlorethylene cleaning who have been added to the field staff of R. R. Street and Company Inc. to render a combined service for both perc and detergent. Their services are intended to supplement rather than replace those of the company's general field staff.

The picture was taken during a one-week clinic in Chicago at which the executives pictured in the rear conducted an intensive study of equipment used with perchlorethylene; the qualities of PerSec brand of perc; how to increase mile-

age per drum of perc; and the outstanding features of the new Staticol detergent, designed exclusively for perc.

Philco Names Sales Executives

A number of appointments have been announced in the commercial laundry and coin-operated drycleaning department of Philco.

Kenneth Mabey, with the company 10 years, will be sales manager, operating from Philadelphia headquarters.

Joseph Strickler, formerly

• Where most other tumblers take hours to clean, the Huebsch Save-O-Solv lint screen and coils can be cleaned in seconds... and from the front!

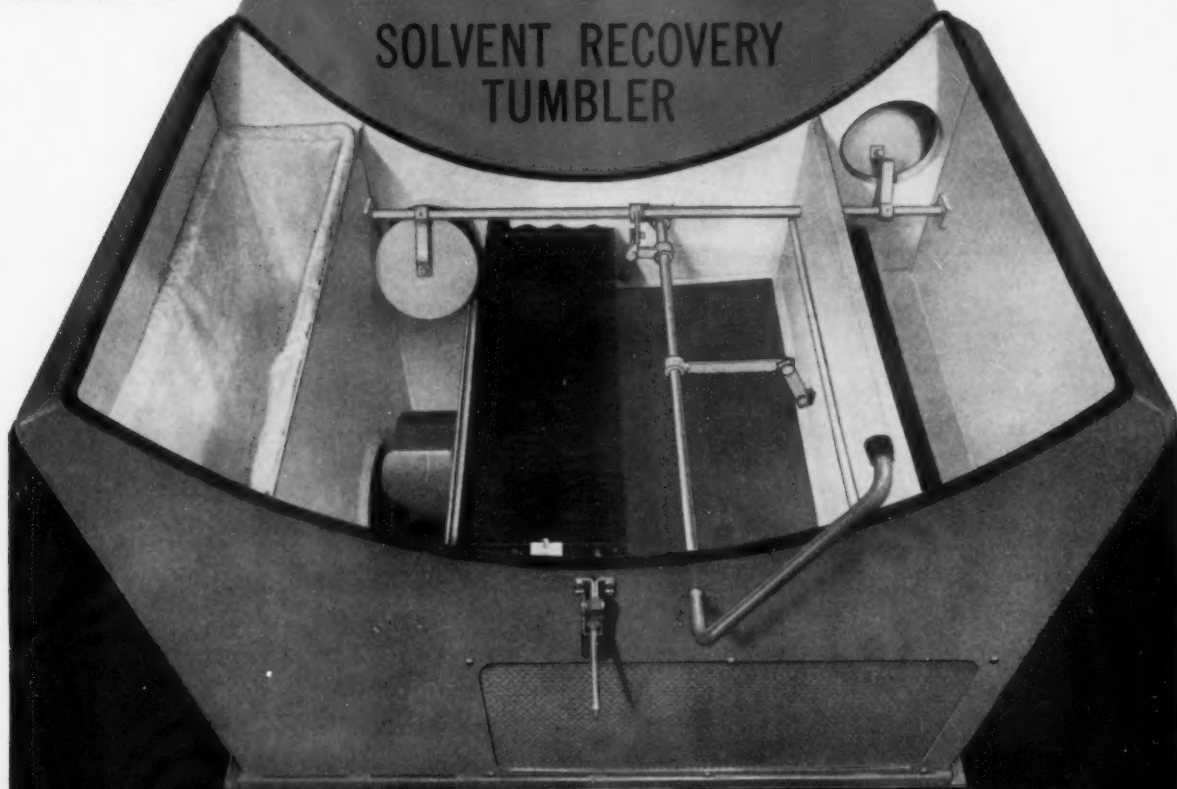
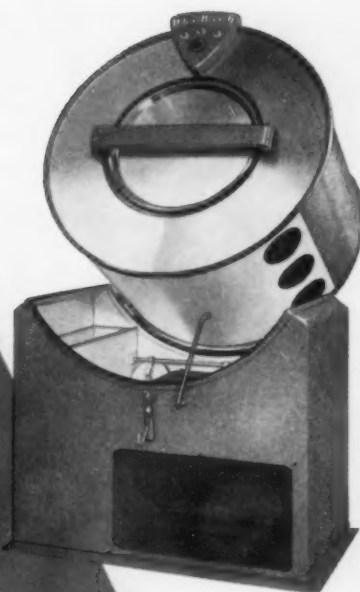
There is nothing to disconnect, and no pipes, panels or bolts need be removed. To clean, merely tilt top back. Entire interior is instantly exposed for quick, easy cleaning, and maintenance.

The compact Huebsch Save-O-Solv with the large 42" x 24" cylinder deodorizes fast... and assures maximum recovery of solvent. The big 50-pound capacity, combination V-belt and chain drive, stainless steel door and front panel add additional value that you will appreciate. See your Huebsch Dealer for full information.

**YOU
CAN
SEE TO
CLEAN THE
HUEBSCH**

SAVE-O-SOLV

**SOLVENT RECOVERY
TUMBLER**



HUEBSCH

ORIGINATORS

MILWAUKEE 1, WISCONSIN

WORLD'S LARGEST MANUFACTURER OF COMMERCIAL DRYING TUMBLERS



HOW CAN YOU EXPLAIN THAT SOLVENT STAIN IS TO BLAME?

She doesn't realize that build-up of soil and bleeding dyes in your solvent made her stole so dull. She only knows that if you can't clean it—she'll find someone who can! **Rx: Daily Dosage with Premium DARCO.** A bag of DARCO a day keeps staining away. Every morning, use a bag of Premium DARCO activated carbon for each 2000 gallons of filter capacity. The cost? Just pennies. The result? Absolutely clean solvent—not some of the time—but all the time! So don't add solvent stain to your headaches. Cure it forever with daily doses of Premium DARCO! Atlas Chemical Industries, Inc., Wilmington 99, Delaware.



GROW with NID / join in OCTOBER!



*You need never lose a single garment...
due to faulty tagging!*

ACE CLIPPER STAPLING PLIERS HOLD TAGS TIGHTER

WITH A UNIQUE STAPLE THAT IS *EASILY REMOVED!*

And...ACE tags faster, more comfortably...
is built to last for years!

The loss of just one garment would cost you *much more* than
an ACE CLIPPER and a full year's supply of staples.

So be sure garments stay tagged!

Use an ACE CLIPPER Stapler and ACE CLIPPER Undulated
Staples...to make sure tags don't come off until removed!

No other staples hold tighter than ACE CLIPPER Staples...
specially undulated for better gripping.

And no other stapler gives you faster, easier action than the
famous ACE CLIPPER. This handsome husky fits comfortably
in your hand...works smoothly, has wider jaws to fasten the
most awkward packages. Yet it costs just \$6.50.

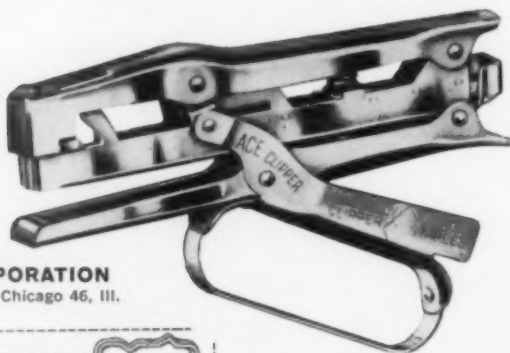
Ask your ACE dealer to demonstrate the chrome plated ACE
CLIPPER Stapler...and ACE CLIPPER
undulated rust-proof Staples...today!

Then see the whole ACE line!

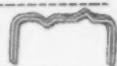
MORE CLEANERS AND LAUNDRIES USE ACE CLIPPER THAN ANY OTHER FASTENER!

ACE

FASTENER CORPORATION
4100 West Victoria St., Chicago 46, Ill.



ACE 700



CANADA: CANADIAN STAPLES LTD., 6705 UPPER LACHINE RD., MONTREAL • 258 WALLACE AVENUE, TORONTO



"Norge makes drycleaning profitable 7 days a week"

by "Kass" Kasson, Manager,
Sales to Professional Drycleaners
Norge Sales Corp.

NOW YOU CAN AUTOMATE YOUR CLEANING BUSINESS!

Norge "do-it-yourself" coin-op drycleaning opens up a big, new and more profitable market for you.

It is a bigger market for drycleaning than we have ever known. And it is expanding today at top speed.

There is no question that coin-op cleaning is here to stay. It has captured the public's enthusiastic approval.

Consider some facts about it that are important to you:

Increased profit-hours

With a Norge Laundry & Cleaning Village set-up, fully automated, it is possible for you to serve the public 7 days a week. And from 12 to 16 (or more) hours a day.

You automatically multiply your profit-hours in every day.

And you meet the increasing public demand for longer open hours without adding costs that would eat up your profit.

Automation cuts your costs

Norge coin-operated equipment is completely automated in operation. Only servicing is necessary. You increase your volume of business without jumping your operating costs.

You can offer drycleaning with no sacrifice in the quality of the cleaning at a price that puts you

back in the volume cleaning market.

Create new cleaning volume

From coast to coast, commercial drycleaners who have moved into coin-op cleaning report this fact:

"We are getting items in our coin-location that were never before sent in for cleaning."

The low cost and quality of Norge coin-op cleaning draw in completely new business. Offering complete service—"do-it-yourself" drycleaning, laundry and finished work—generates increased traffic and profits.

"Wash & wear" garments are one example. More and more persons are discovering that self-service drycleaning gives them a better-looking garment than washing at home.

The pressing question

It has turned out to be far less important than many thought. In fact, drawing from the experience of the hundreds of Norge "Villages" in operation, it is no problem at all.

Partly because there has been a revolutionary change in textiles—and a great swing to more casual wear—which makes pressing far less important.

Partly because women are so delighted with the speed and low cost of do-it-yourself cleaning that they are happy to do themselves what little pressing is needed.

The Norge system

Norge is still, I can assure you,

the only coin-op system thoroughly customer-proved and profit-proved across the U.S.A.

The Norge process, the result of 7 years of careful development and trial by Norge and Borg-Warner, cannot be matched in efficiency, cleaning quality, and profitable operation.

Norge equipment has many particular and exclusive superiorities you will appreciate and know the value of. Parts are stocked locally to give you fast, economical service on replacement.

The Norge "Village" concept

The original Norge Laundry & Cleaning Village set-up—a minimum of 8 drycleaners plus washers and dryers—has been proved over and over as the profitable way to get into coin-op.

If you wish, we will sell you fewer units—as few as one, in fact—but I will not recommend it. It is simply not good business for you. Service of 8 machines is as fast, in-store supervision is as inexpensive, and you build 8 times the capacity.

A Norge "Village"—a complete cleaning center with the appealing air about it of a modern supermarket—is right for the customers and right for you.

Get the complete story

Write or phone

"KASS" KASSON
NORGE COMMERCIAL SALES

DEPT. A89 — P.O. Box 767

Hinsdale, Illinois

Telephone Chicago: WHitehall 4-0700



LAUNDRY & CLEANING VILLAGE*

THE PROFIT-PROVED WAY TO SUCCESS WITH SELF-SERVICE DRYCLEANING

*A service mark of the Norge Division of Borg-Warner Corp.

NORGE SALES CORP. IS A SUBSIDIARY OF BORG-WARNER CORPORATION

©1961 BORG-WARNER CORPORATION

WHOOPEE!

REMINDER: Write for
Hugin Cash Register
Information.

444 Park Avenue S.
New York 16.



"I'll take the Hugin"

Please excuse our little outburst of enthusiasm. While there are now over 5000 Hugin Cash Registers throughout the United States, we still get excited whenever another Hugin is installed. Businessmen like yourself are taking a lively interest in Hugin. It's because HUGIN'S "Realistic Approach" to business means "Bread and Butter" savings every day. Hugin believes in careful planning as well as careful pruning—recording only essential information and eliminating extra work and saving valuable time. Hugin offers you all the essentials of a modern register and adds only those features that are economically advantageous for your business.

The valuable extra time saved at the checkout makes it possible to take an extra moment to build customer loyalty . . . still moving traffic quickly through the checkout lanes. Hugin puts the accent on friendly person-to-person selling. See America's newest cash register . . . famous the world over for 31 years. P.S. One of the important features of the Hugin is the remarkable low price.

hugin
CASH REGISTERS

444 Park Avenue South, New York 16.

THE NATIONAL CLEANER

Do Alterations Clog Your Workroom?

SHORTER SKIRTS — SHORTER DRESSES
SHORTER COATS — CUFFLESS TROUSERS

This ONE economical blind stitch machine does ALL alterations on ALL materials so fast, so beautifully — that crowded workrooms are turned into fast-profit workrooms — no experienced operator necessary!

MODERN U. S. Model 718-2

Blind Stitch Machine

**ESPECIALLY
for DRY CLEANERS**

Eliminates slow, expensive hand-finishing . . . delivers your alterations on time . . . to create customer-satisfaction.



HEMS:

Dresses
Skirts
Coat Bottoms
Coat Linings
Sleeves
Cuffs and Cuff Bottoms
Draperies-Curtains
Etc., etc., etc.

Featuring the newly developed ball bearing short stroke looper drive . . . the only positive mechanical thread control to eliminate puckering on all fabrics; silks and synthetics included. Even stitch formation with positive needle penetration. New sensitive penetration dial for more accurate adjustment. Speedy hand-regulated edge guide (no screw driver necessary). Drop-leaf table extension for support of heavy work. New conveniently located built-in knee lifter for less operator fatigue.

Hi-speed specialized performance means:

Better Service — More Profits — No Backlog



U. S. BLIND STITCH MACHINE CORP.

231 West 29th Street, New York 1, N. Y.

• LACKAWANNA 4-9144-5-6

MONEY MAKERS



Smoking Clown Gets Attention

Harold and Roy Zell, who own and operate Old English Cleaners in Glendale, California, call attention to their services with a cigar-smoking clown painted on a back wall of the plant. The clown's cigar is a 3-foot vent pipe from the boiler receiver tank which juts out from the plant wall. The escaping steam from the vent pipe is a perfect substitute for smoke.

Since the opening of a new supermarket in the next block, local residents have found the wide paved alley behind the Old English Cleaners plant is an easier exit from the market than the heavily traveled streets. In fact, this alley traffic became so heavy the Zell brothers decided it was time to expose these motorists to some plant advertising.



Back-of-Counter Display of Association Promotion

Hix Sturman, recently elected sergeant-at-arms of the California Drycleaners Association, is an active sup-

On the House

Porter of both state and national drycleaning activities. At his Fashion Cleaners plant in San Leandro, Cali-

fornia, Hix finds his slickrail support pipes behind the office counter are ideal for displaying promotional banners.

As a subscriber to the national advertising program of the NID he wishes to get the maximum use from the colorful window banners that are being sent out. However, these banners when posted in the windows are quickly faded by the sunlight. As a result, Mr. Sturman now displays them behind the counter on his slickrail framework, along with his various association membership certificates.



NID Directory Trademark

Another step towards identifying the professional drycleaners has been taken by NID members in Baltimore, Maryland.

A group of them arranged for joint trademark listing in the classified telephone directory.

The name of the Institute appears as a boldface heading. Several lines of copy stress research, knowledge and fairness, and there is the familiar NID seal.

Below the trademark copy is the word "members." Under this are to be listed names and addresses of the co-operating members of the Institute in Baltimore.

As a subscriber to the national advertising program of the NID he wishes to get the maximum use from the colorful window banners that are being sent out. However, these banners when posted in the windows are quickly faded by the sunlight. As a result, Mr. Sturman now displays them behind the counter on his slickrail framework, along with his various association membership certificates.

Count the Minutes

Count the Minutes

Luxuree Cleaners, Charleston, S. C., has installed two-way radios in its new compact trucks in order to give customers speedier service. Owner Harold A. Seyle believes that this spur to his pick-up-and-delivery service will surely increase volume in the months to come, including the slow summer months.

In addition to this, Luxuree has lady drivers who are coached in counseling and in representing the firm. Results so far show that these members of the fair sex have proven to be fine representatives for Luxuree. And not only that—they can drive!

The newest advertising on the Luxuree Trucks is: Call Luxuree—Then Count The Minutes—

Serving Charleston for over 21 years, Luxuree is now located in the Northbridge shopping center.



What's in a Name

In St. Paul, Minn., there are 1,700 Andersens and Andersons. Recently they received this card in the mail from Joe Anderson Cleaners. The original is cheerful yellow, with red and black imprint.



Complete One-Cabinet Unit

MEET THE
CHANGING TIMES
WITH
AUTOMATIC
EQUIPMENT
GEARED
FOR SPEED,
ECONOMY,
FLEXIBILITY

Astra
30

THIS IS THE NEW AGE OF DRYCLEANING MACHINERY!

MAESTRELLI AUTOMATICS



Coin-Operated THUNDERBIRD

Only Maestrelli gives you true, full automatic drycleaning units. A push-button operation from Dry-Dirty to Dry-Clean with a *complete professional cycle*.

Now, anyone can run a load with the Maestrelli "Electric Brain" programming system. No transferring wet loads from washer to tumbler; no valves to turn at specific times; yet you can select or change your cycles as you please.

If you are considering a new package plant or replacing your present machinery, be sure to investigate the Maestrelli Astra (30 lbs.) now. Enjoy the benefits of

amazing solvent mileage with no sacrifice of top quality. Gain extra working space because the Astra is a compact cabinet of 3 ft. x 7 ft. x 6½ ft. yet it includes complete filtration, distillation, deodorizing and tumbling. No other equipment to buy and it costs little to install.

The Astra is a proven performer in many installations. Every owner is an enthusiastic supporter of this precision, yet rugged, life-time machine. Enjoy a new, carefree experience—insist on the Maestrelli Astra. You'll gain valuable working hours and enjoy profits you can measure.

Send for full information today and the name of your nearest distributor.

AMERICAN MAESTRELLI DISTRIBUTORS, INC.

GENERAL OFFICES: 940 THIRD AVE. (AT 57TH STREET) NEW YORK 22, N. Y.

PLANT AND WAREHOUSE: HANOVER, NEW JERSEY



Automatic 50 lb. RAM

EDITORIAL

"Bright Future"

Our cover and lead story this month suggest a rather grim picture—the industry with no NID, no *National Institute of Drycleaning*. Actually, if there were no such association, the vacuum existing would cause steps to be taken immediately to establish one.

It would take a long time, a lot of sweat by a lot of people, to duplicate what this industry has right now in NID. One doesn't build stature, widespread acceptance and a reputation for integrity overnight.

The average drycleaner, member of NID or not, has no conception of just how much NID means to him in his everyday business in his own plant in that tight little locality he calls home. He doesn't realize more NID effort goes into preventing fires than to putting them out.

NID, perhaps unfortunately, perhaps inevitably, has the relationship to the drycleaning industry of a mother. We take for granted her guidance, her concern and love, her sacrifices—and grumble pettishly if she does not satisfy our passing whim. We eat her cookies—and stick out our tongue behind her back.

Some of us kids help out in the drycleaning household, wash the dishes, make beds, clean house. Others skin out into the backyard when there's work to be done. We could do a lot of exciting things together, if we had more time and money. But it's all mom and the older kids can do to keep the irresponsible ones in blue jeans and out of trouble. We can only dream.

A small plantowner was interviewed about NID membership. "Why should I join?" he snorted. "Several in the local association are NID members—they tell me all I need to know." Asked if these others should drop *their* memberships, he only glared.

Too many of us feel NID, state and even local associations serve the same purposes. Yet we do not claim there shouldn't be local, state and national government, and are generally clear in our minds about the sphere of operation for each type of government.

As we go to press, news comes that the California Drycleaners Association is affiliating with NID. The CDA is probably the most powerful state group in the country, well organized and well led. It could pursue indefinitely an independent course somewhat competitive to NID. It has more members in California than NID.

But this farsighted group sees nothing gained by nibbling at NID. Duplication of effort and services is costly to both. But through united effort, they can lift the industry to ever higher professional levels. It's a bright future!

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VOLUME 52, NO. 9.

Published monthly by the Magazine Publishing Division, The Reuben H. Donnelley Corporation, 466 Lexington Avenue, New York 17, N. Y.

Curtis E. Frank, Chairman of the Board; Hamilton B. Mitchell, President; Edward A. O'Rourke, Vice-President; Fred C. Ash, Secretary-Treasurer and General Counsel; Karl G. Clement, Controller.

New York Executive, Editorial and Advertising Offices, 466 Lexington Avenue, New York 17, N. Y. Telephone: ORgon 9-4000.

Chicago Editorial and Advertising Offices, 59 East Van Buren Street, Chicago 8, Illinois. Telephone: 922-7738.

West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.



This emblem wants to work for you

Whenever people see this famous emblem, they're reminded to 'find it fast' in the Yellow Pages. And when you associate your business . . . your name . . . with this emblem, you're reminding prospects to find you in the Yellow Pages when they're ready to buy. So—if you're advertising in the Yellow Pages now, it's just

good sense to display this emblem in your other advertising, on your business vehicles, at your place of business. And if you aren't advertising in the Yellow Pages yet, it's high time you did. Call the Yellow Pages man at your Bell Telephone Business Office for details on how you can put this emblem to work.

The day NID CLOSED



Problem garments analyzed and reported on last year by the NID numbered 25,854. That's a lot of headaches for plantowners to share with someone!

The voice of the drycleaning industry—stilled!
Research that served drycleaners for
half a century—stopped!
Analysis of new processes, materials
and techniques—ceased!
Bulletins on fabrics, practical operations,
sales and management, technical bulletins—
no more!
The world's largest, oldest, most respected
school for drycleaners—closed!
The drycleaning industry—shut off from its
basic source of unbiased factual information.

Research under controlled operating conditions, to
make sure environmental changes aren't distorting
research findings. Actually unlikely activity in the aver-
age cleaning plant, but very necessary that somebody
does it

JUST STOP a minute and really think it over. Suppose NID did close. What would it mean to you?

Here's one way to look at it. In your mind—cut your volume in half. It will give you an idea what would actually happen to drycleaning in America if NID closed.

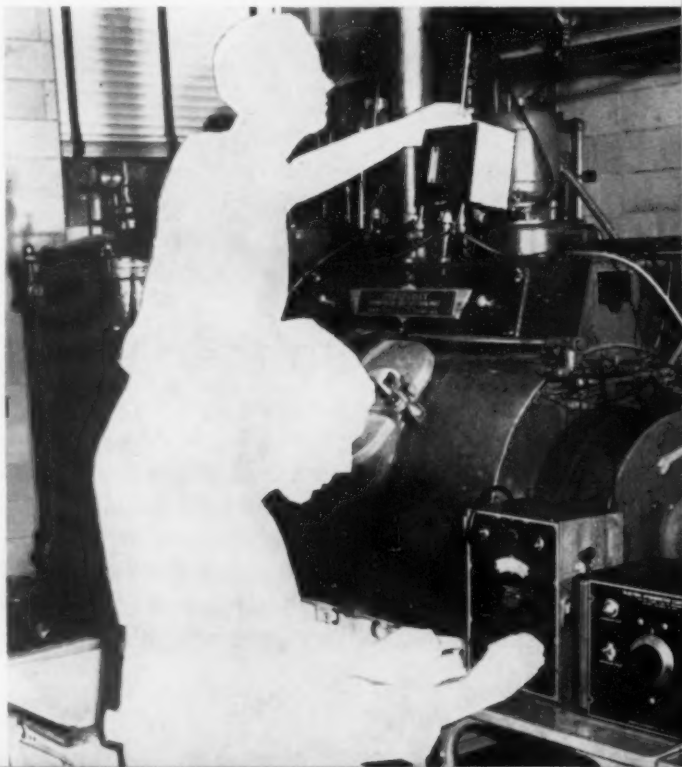
Why? Here are some reasons.

NID is the basic source of research in the drycleaning industry. Virtually every book, bulletin, report and study guide on drycleaning either started with or was strongly affected by NID research. So, if NID research stopped, this flow of information would dry up.

Without NID research there would be a flood of problem garments and unserviceable materials. As new fabrics came along there would be no one to tell manufacturers whether they were cleanable, nor to warn cleaners if they were not.

You'd have to find out for yourself. If the garment turned out to be uncleanable—and you ruined it—you'd pay. People would lose confidence in you and your work. They'd have fewer garments cleaned—and those few cleaned less frequently.

You don't see many uncleanable garments today because NID works "behind the scenes," to stop them from coming on the market. Fabric, garment and accessory manufacturers frequently check with NID before they issue new items. If NID closed, there would be no one to check with. Your business would suffer—badly.



With so many developments in do-it-yourself techniques—wash-and-wear and the like—this cut in your volume would be even more dramatic without NID. The Institute's work with the University of Maryland, for example, has shown millions of consumers that they can save time and look better if they have wash-and-wear garments drycleaned.

Take that solvent you're using. NID research established solvent specifications. If it weren't for that, you'd still have a solvent-derived odor problem. The solvent would be flammable, corrosive, explosive. NID's work with solvents is so well known that the paint industry won't buy a paint thinner unless it meets NID standards for flammability and odor.

You're probably cleaning a lot of dyed cotton dresses today. This business could well have been lost to drycleaning, except for quick work by NID. Certain pigment dyes aren't fast in drycleaning. Yet their use on cot-

tons was increasing rapidly, because they were cheap to produce. NID saw the danger. If enough people had had experiences with these cottons, people would soon stop sending all cotton dresses to be drycleaned.

NID had developed tests to determine whether pigment-dyed cottons are colorfast to drycleaning. NID alerted pigment makers and cotton converters to the problem and worked with them on its solution. From now on this will be less of a problem for drycleaners every year. Without NID, the market would be flooded with undrycleanable cottons.

And those suits with shoulder pads. At one time those pads changed the color of garments. People were losing faith in drycleaners because their suits were being ruined. NID persuaded the manufacturers to change their way of making shoulder pads. The problem has been virtually eliminated, confidence restored.

Interlinings were also a problem at

one time. They were dyed with a black starch that bled. NID sold the garment industry on using colorfast dyes. You benefited.

Research restores confidence

Most dramatic was the granddaddy of all problems. Back in the late '20's the Celanese Corporation developed acetate—the first fusible fiber. Thousands of inexpensive dresses were made of the fabric. For the first time the everyday dress was going to the drycleaner.

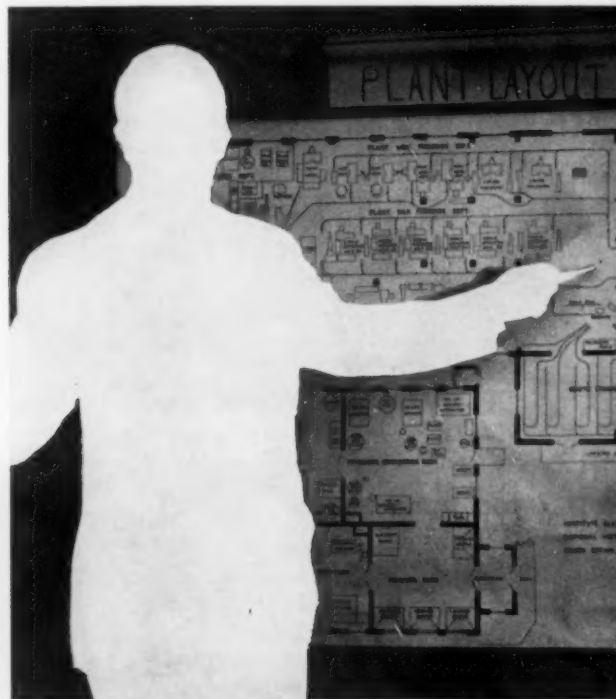
But there was a problem. High pressing temperature and standard spotting procedure ruined the dresses. Then, too, public confidence in the drycleaner hit bottom. NID stepped in, solved the problem, sent word to drycleaners to use correct temperatures in pressing and safer chemicals in spotting the new fabric.

Public confidence was rebuilt. The development of acetate and a way to

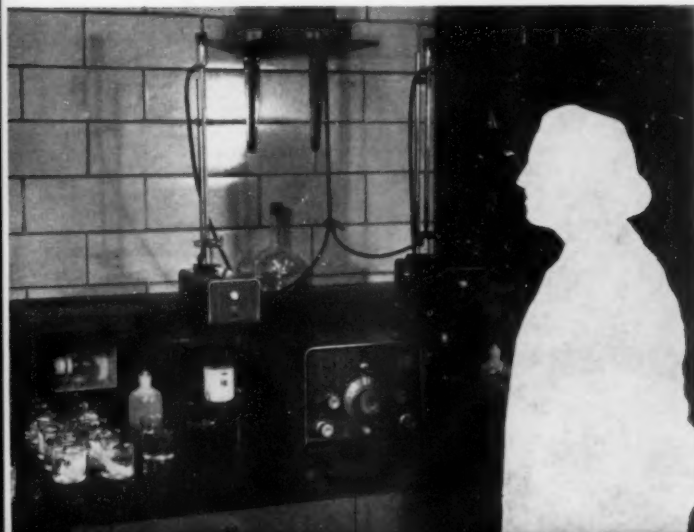
Continued on page 36



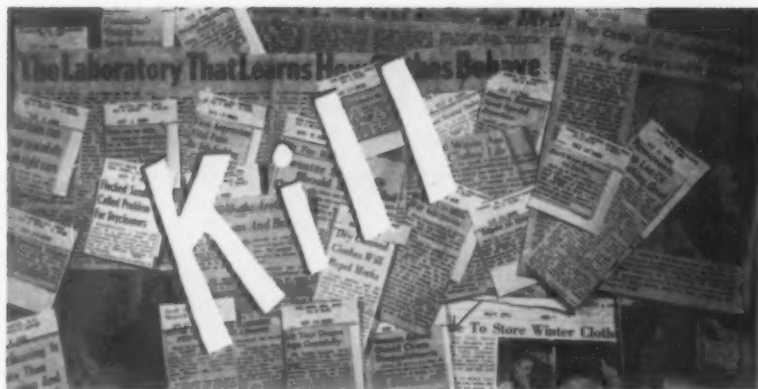
Correspondence courses only small part of the mass of publications carefully prepared and published—of, by and for the drycleaning industry exclusively. What other national organization has your special interests so close to heart?



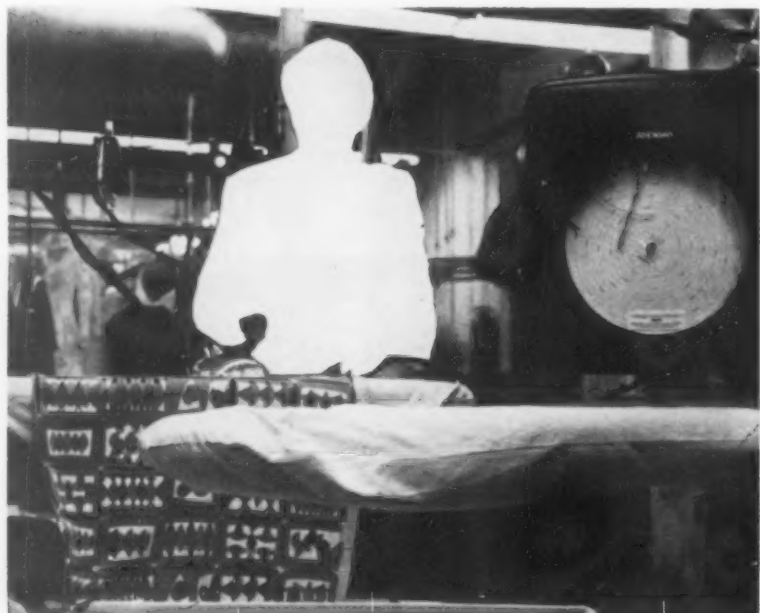
The layout service was installed by popular request, and layout planning is an important part of the management course curriculum. No NID, no management course, no layout service



Basic research in the laboratory is extremely time-consuming, painstaking, expensive. Not every drycleaner could do it himself



Floods of clippings about professional drycleaning, all initiated at NID. It would be too bad to dry up this growing torrent



Director of consumer relations learns the facts of life about fabrics, informs cleaners and customers both. Better they should never know?



Members of the glass fiber industry come to get the word from the horse's mouth, involving six NID specialists. No horse, no specialists

restore it to its original fineness probably did more to help drycleaning grow than any other single event.

NID has recently initiated a new class of membership—Textile Affiliate. This is bringing textile and garment manufacturers even closer to the drycleaning industry and helping to stop problems before they ever come up.

If NID closed, you wouldn't have this representation, either. No one would be your spokesman to the textile manufacturers or the consumer. Every garment would be blamed on you. Your volume would fall.

NID is nation-wide and industry-wide. For that reason, NID is the only organization in the country that sees enough problems in mass to establish a pattern of major trouble areas.

And for the same reason, only NID is large enough to represent the entire industry to manufacturers. With NID, you stand with thousands of other cleaners and have a powerful spokesman for your interests. If you stood alone there would be no one of sufficient stature to represent you to manufacturers, retailers and consumers.

NID has armed cleaners with the facts to face unjustified claims. As a result, the cleaning industry's fairness and integrity have won significant respect in the eyes of other industries and the public. It was not always so!

What of the schooling the Institute offers?

It's through education that drycleaners, like people in other fields, become professional. Only a national organization can offer so complete a program as the Institute does. NID has created a body of literature that is the principal source of technical and management knowledge about drycleaning. NID has ended the old-time secrecy about drycleaning techniques—built a healthy standardization of processes which saves every drycleaner money. The Institute's well-developed program of research and education will continue to provide professional information.

There's another reason a national organization is so important: It influences people to turn to you as an expert and a professional. NID's work with clubs, schools and the press brings home the fact that you work professionally and have available to you the tools which can keep you ahead of new developments.

And NID supplies member cleaners with materials with which they

Continued on page 84

DRYCLEANING INDUSTRY SERVICED BY R. R. STREET & CO. INC.

PERSEC[®]



Custom-made PERCHLORETHYLENE for the
PROFESSIONAL DRY-CLEANER in the exclusive
CALIBRATED drum

Frontier Chemical Company
DIVISION OF VULCAN MATERIALS COMPANY
WICHITA • KANSAS

DRYCLEANING INDUSTRY SERVICED
BY R. R. STREET & CO. INC.



R. R. STREET & CO. INC., 561 W. MONROE ST., CHICAGO 6, ILL.

DRYCLEANING INDUSTRY SERVICED BY R. R. STREET & CO. INC.

FRONTIER CHEMICAL COMPANY

division
VULCAN MATERIALS COMPANY

PERSEC

pure cleaning power

Two great names — Frontier Chemical Company and R. R. Street & Co. Inc. — are now associated to give the ultimate in synthetic solvent quality and service to the dry-cleaning industry with PerSec®, symbol of pure cleaning power. From the most modern perchloroethylene manufacturing facility in America, Frontier Chemical Company manufactures the safe, high purity solvent for superb performance charge after charge. In addition to performance, the long-life stabilization provides an additional premium in protecting your equipment from corrosion. As a companion to PerSec®'s advanced quality, service and technical assistance are provided by R. R. Street & Co. Inc., exclusive distributors of PerSec® to the drycleaning industry. Known throughout America as the leading manufacturer of detergents and other "cleaning room" chemicals, R. R. Street & Co. Inc., maintains a technical field service organization of national renown. They are equipped to assist you in obtaining better quality cleaning as well as greater mileage from each gallon of PerSec®. For the utmost in quality, service and economy, look for the blue plaid drum symbolizing the combined resources of manufacturing and service.

DRYCLEANING INDUSTRY SERVICED
BY R. R. STREET & CO. INC.



R. R. STREET & CO. INC., 561 W. MONROE ST., CHICAGO 6, ILL.

ONE COMPLETE FIELD SERVICE FOR DETERGENT AND PERCHLORETHYLENE



The above photo was taken during a one-week clinic held in Chicago for additional perchlorethylene specialists. The agenda included intensive study of equipment used with perc; the advantages of PerSec brand of perc; how to provide increased mileage per drum of perc; and the outstanding features of the new Staticol detergent, designed exclusively for perc.



expands field staff for combined service of



Street's new and improved detergent, loaded with anti-static and designed exclusively for perchlorethylene. And . . .



Frontier's PerSec, made in the most modern perc manufacturing facility in America, and containing a unique long-life stabilizer for greater protection from corrosion.

PERSEC • TRADEMARK OF FRONTIER CHEMICAL COMPANY

Street's field technicians have long been recognized for their thorough knowledge of the nomenclature and operating procedure of all leading makes of equipment designed for use with perchlorethylene.

What could be more natural than an arrangement which provides for Street's staff of field technicians to service the solvent used in synthetic units at the same time they service the detergent?

Street's has employed and trained fifteen additional field technicians to supplement the services of Street's already large staff.

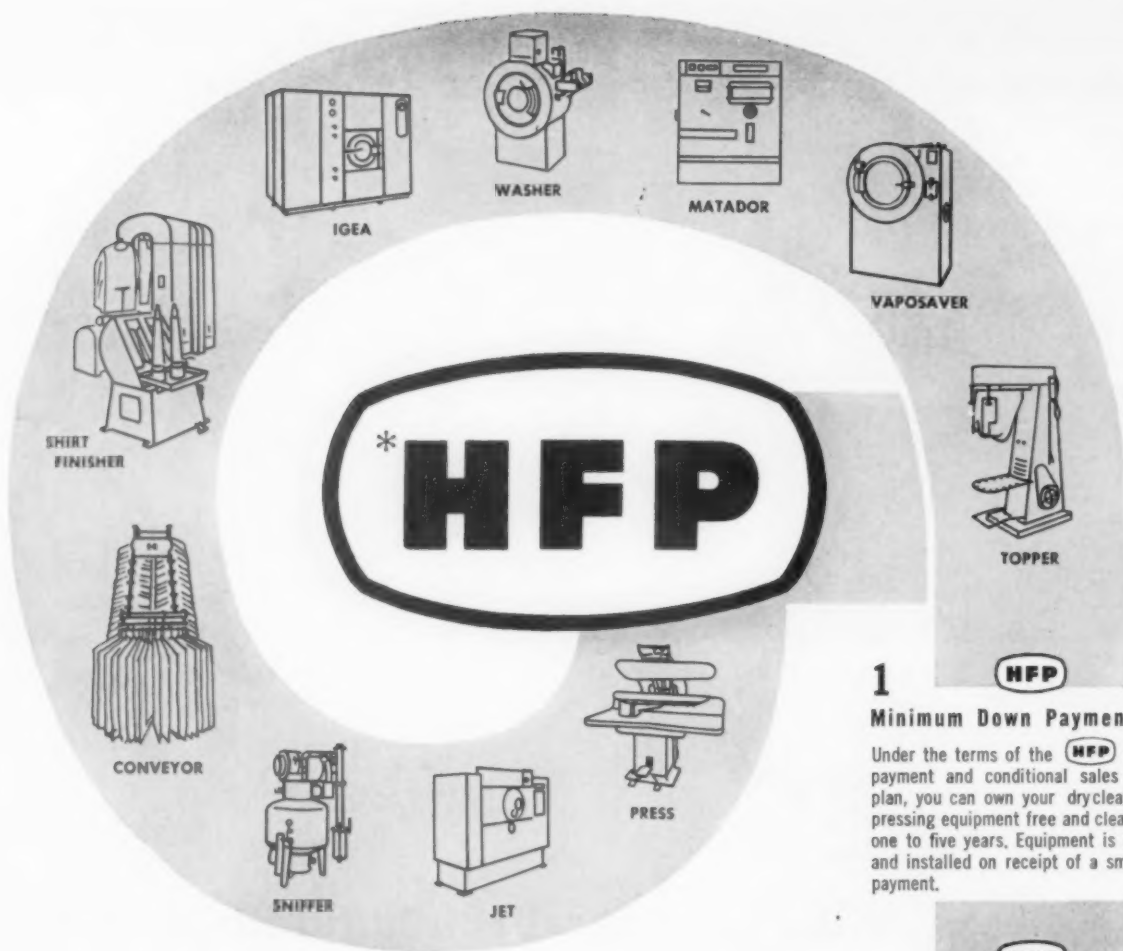
This new group of technicians will cooperate with Street's appointed jobbers in rendering an improved service to plants using perchlorethylene.

R. R. STREET & CO. INC. 561 WEST MONROE STREET CHICAGO 6, U.S.A.

STA-2 COPYRIGHT 1961

SEPTEMBER, 1961

39



New **HOFFMAN** Finance Plan lets you keep your cash when you need it most!

HOFFMAN INTERNATIONAL CORP. Dept. NC6
107 FOURTH AVENUE, NEW YORK 3, N. Y.

Gentlemen:

I am interested in illustrated literature and information on the Hoffman:

☐ PRESS ☐ SHIRT FINISHER ☐ JET ☐ IGEA
☐ MATADOR ☐ SNIFFER ☐ WASHER ☐ TOPPER
☐ CONVEYOR ☐ VAPOSAVER ☐ FINANCE PLAN

NAME _____

ADDRESS _____

CITY _____ STATE _____

NOW — Hoffman, the most trusted name in pressing and drycleaning equipment gives you the opportunity to obtain the most modern machinery on credit. Only Hoffman offers these three easy term plans to meet your modernization needs.

* **HOFFMAN FINANCE PLAN**

1 **HFP** Minimum Down Payment Plan

Under the terms of the **HFP** minimum payment and conditional sales contract plan, you can own your drycleaning and pressing equipment free and clear in from one to five years. Equipment is delivered and installed on receipt of a small down payment.

2 **HFP** Complete Leasing Plan

Here's a leasing plan that enables you to obtain any or all equipment needed—no down payment—long term lease—full ownership available.

3 **HFP** Lease Plan—6 Months Free

A 30 month lease plan during which you have unrestricted use of the complete dry cleaning unit. You need not make any payments for the first six months. You have the option to purchase the equipment at any time during the term of the lease.

HOFFMAN PREMIERS

new equipment at the

LACATEC

Cleveland Convention

Booths 101-104

Sept. 29, 30, Oct. 1

**AT LAST!
The Finest
Heavy Duty
Vertical
Vacuum
Units**



Available
in all
sizes

*Out of Hoffman Engineering and Research comes
the greatest contribution to Profitable Drycleaning in years*

Only Hoffman can offer these heavy duty units geared exclusively to the needs of the drycleaning industry — because Hoffman is the only pressing machine manufacturer to actually design and manufacture its own vacuums.

Hoffman verticals handle from one to eight presses, dry garments faster, better and at lower cost. You get higher vacuum — greater air volume and longer operating capacity — the same steam economy and increased output available in higher priced horizontal units.

Equipped with dynamically balanced aluminum impellers, the Hoffman vertical vacuum producer insures uninterrupted service—you save up to 50% on steam costs — reduce fuel bills. Simple design and long engineering know-how virtually eliminate maintenance—keep costs well below what you would expect to pay for a comparable unit.

For more information on how Hoffman vertical vacuum units can contribute to your volume and profits—mail this coupon. You owe it to yourself to get these money-making facts today.

**HOFFMAN
INTERNATIONAL CORP.**

107 Fourth Avenue, New York 3, N. Y.



HOFFMAN INTERNATIONAL CORP.
107 FOURTH AVENUE, NEW YORK 3, N. Y. DEPT. NC-6

Gentlemen:

Without cost or obligation, please send information on Hoffman vertical vacuum units.

NAME _____

ADDRESS _____

CITY _____ STATE _____



Side of building housing the self-service is fully exposed to the parking lot for 20 cars. Brilliant lighting causes glow visible for mile



Pickup window being on self-service side permits window attendant to double as coin-op attendant. Self-service sign invites doubtful persons to drive up for information

At the NID convention in Philadelphia last February, Lino Battiston described his experience to date with a clean-and-steam service being tested in his Wethersfield, Connecticut, plant. He stated frankly it was an experiment, and that he was not necessarily "sold" on clean-and-steam.

His main purpose was to find out whether there was a market in his area for a less than complete professional drycleaning service. Also, he wished to know if such a limited (Bikini-type) service would hurt his regular volume built on high-quality drycleaning at a \$1.50 base price. This was the top price being charged in the area.

The details of this clean-and-steam service were widely described. Here's the sequel, in Mr. Battiston's own words.

Battiston's decided against clean-and-steam, and for coin-op

by LINO J. BATTISTON

OUR CLEAN-AND-STEAM soared to over \$400 a week when we advertised, and offered free items. But at the prices of 25 cents for single pieces and 50 cents for two-piece items, the cost of continued heavy advertising was prohibitive. We increased prices to 35 cents and 70 cents and stopped promoting—expecting to ride on momentum. Volume dropped to \$300. We spent \$70 on advertising it. Volume went up \$100. Stopped promoting and it promptly sagged back to \$300.

As we approached spring season, we expected clean-and-steam to double or triple. It stayed at \$300!

Even at low prices on clean-and-steam, the customers want convenience. Many complained at having to pin on tags, hunting for garments on the ready racks, poor pressing and garments not being ready.

We are not unhappy with the results of clean-and-steam at Wethersfield. It actually pulled the plant ahead of our West Hartford plant, both in total volume and in profit. And it showed there is a market for limited service that we can serve.

Still in an experimental frame of mind, we then built a 2,400 square-foot addition to our

A NATIONAL SUCCESS IN LESS THAN 3 MONTHS

Dry Cleaners in Every State of the Nation Hail This New Sensational Development That Quickly Builds Sales & Profits



MIMI FABRIC SIZING

Just Spray on Garment—
Right at the Pressing Machine

- NO Mixing!
- NO Equipment!
- NO Solvents!
- NO Dipping!
- NO Drying!



BIG 35 OZ. CAN ready to use — ready to produce marvelous results on cottons, linens, silks, synthetics, blends, wash 'n wear! It's a great money-maker and Dry Cleaners everywhere are discovering this new easy way to restore fabric sizing to all types of garments and fabrics. Ask your distributor, or write direct for complete information.

PACKED: 6 — 35 oz. aerosol containers to the case.
Shipped F.O.B. Case Price — \$10.14 (\$1.69 per can)
Sold with an unqualified money-back guarantee.

DISTRIBUTORS NOTE:

Write today for complete selling plan and territories open.

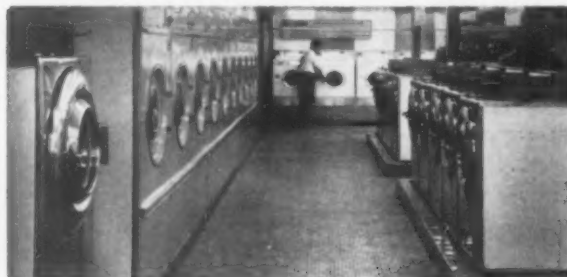
CRISP PRODUCTS, INC. • WARMINSTER, PA.

CANADIAN SALES REPRESENTATIVE • Regal Sales Company
72 Kincourt Street, Toronto, Ontario, Canada

**FREE! COMPLETE SELLING KIT INCLUDING
WINDOW STREAMERS AND HANG TAGS!**



Foyer of original call office overlooks attendant's post in coin-op. There still is a walk-in counter to the left of this foyer, for customers who wish to discuss their problems



Rug washer and tumblers on left, double-load laundry washers on right, lead to Lino Battiston at one of the cleaning units across the back of the area

West Hartford plant to house a coin-op "self-service center." It contains: 8 coin drycleaners, metered at \$2; 20 double-load laundry washers at 35 cents a load; 10 tumblers on 10-cent cycles; and a 40-pound rug washer set for 75 cents.

We opened this with a bang, our first attempt at *this* type of promotion. Three full days of free coin-cleaning! Free laundry washing, drying, soap, bleach, cokes, orchids for ladies, balloons for kids. Fifteen one-minute spots on radio for 10 days, five teaser ads in local paper, and a full page on opening day. It cost \$2,500.

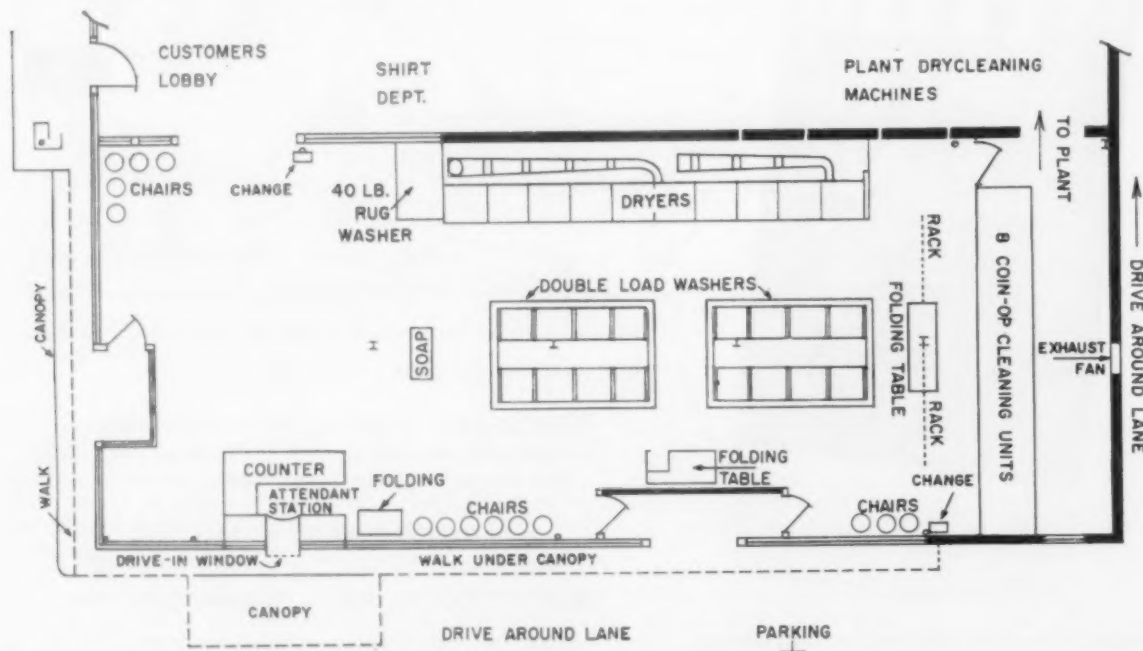
The place was jammed! Our regular customers could hardly reach us. We used numbers to give people fair turns at the machines. There was a three to four hour wait for most of three days. People were in the coin-op from 6 a.m. to 11 p.m. We cleaned over 400 loads in the three days. People came from miles around.

I wonder where they are today!

We opened June 8, which gave us an expectancy of three weeks of woollens in our section of the country, before the summer slump really sets in. Volume in the self-service center for the first four weeks was as follows, showing first the total, then cleaning in parentheses: \$523 (\$386); \$501 (\$284); \$461 (\$294); \$400 (\$230). Rather disappointing in terms of a \$110,000 investment (half each to land and buildings and to equipment).

We do feel confident that coin self-service

Continued on page 54



Important feature of this layout is that the coin drycleaners' service area at the back is directly open to the plant's drycleaning operator for constant and quick surveillance and maintenance

HOW DO YOU WANT TO EXPAND IN THE NEW, MORE PROFITABLE LAUNDRY & DRYCLEANING STORE BUSINESS?

Open a new store! There are over 260,000 groceries, 229,000 eating places, 206,000 gasoline stations and over 225,000 beauty parlors and barber shops. There's plenty of room for 75,000 more necessity-of-life combination coin-operated laundry and dry-cleaning stores. ALD can help you expand, buy the equipment you need, and finance it for you.

Add Drycleaners to your present store! Your laundry store business will e-x-p-a-n-d if you offer Westinghouse drycleaning as well as washing and drying. Your customers can save as much as \$5.00 to \$6.00 a load. You'll attract more and better business as well as brand new customers.

Coin-Op Drycleaners exclusively! There's a place for the coin-operated store that offers coin-operated drycleaning exclusively. ALD can help you go into this lucrative business with the number of drycleaners to fit your market. No need to buy a battery of eight. Add more flexible Westinghouse Drycleaners as your business builds.

Install Drycleaners on your routes!

There are literally thousands of apartment buildings, schools, institutions, military establishments, hospitals, nursing homes, etc., etc., that have coin-operated laundry installations, and would welcome coin-operated drycleaners. And think of the thousands of hotels, motels and clubs where big profits can be made.

Complete your service store! If you now operate your own laundry service and/or drycleaning satellite store, and do your own finishing, you could realize far greater profits by doing most of your own drycleaning as well. All you need is a Westinghouse coin-operated Drycleaner or two.

GET THE FACTS BEFORE YOU INVEST!

Read the new, fact-filled 20-page
Progress Report:
Coin-Operated Laundry & Drycleaning Stores.

**NOTICE!
IMMEDIATE
DELIVERY ...
WESTINGHOUSE
DRYCLEANING
MACHINES**

Write, wire or call

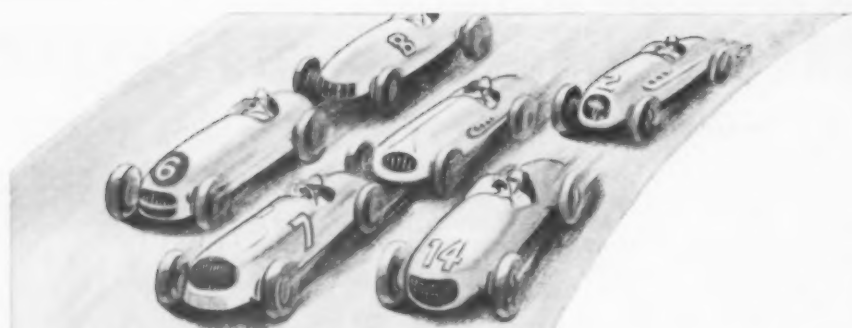
ALD, Inc.

7048 North Western Avenue, Chicago 45 7 Offices in principal cities

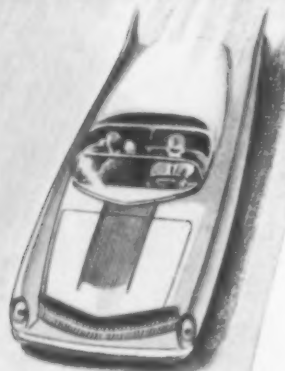
ALD-CANADA, LTD. 25 Belfield Rd., Rexdale (Toronto), Ontario

ALD continues to set the standards in the laundry and drycleaning store industry.

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PACEMAKER PUTS YOU AHEAD of your competition



**CALED PACEMAKER - THE SOAP THAT
STARTS CLEANING INSTANTLY!
ECONOMICAL TO USE • LINT-FREE GARMENTS
• MORE PASS-UPS**

Pacemaker is **THE** soap for all petroleum systems, operating without pressure in any type of filter, and with all moisture controls.

Pacemaker cleaning starts **INSTANTLY**—with or without moisture additions and you can use water directly on continuous filtration or add stock solution without creating filter pressure or wrinkling the loads.

Easy to test—your Pacemaker Test Kit accurately tests both soap and fatty acids.

Pacemaker gives you Top-Notch Cleaning—Trouble-free operation—and lowest operating costs.

Order Pacemaker today from your Caled man or jobber salesman.



Caled Products

COMPANY INC.
BRENTWOOD MARYLAND



THERE'S NO COMPARISON

CALED PACE PERK

designed for perchlorethylene.

Here's what Pace Perk
means to you!

- \$ Highest Carbon Soil Removal
- \$ No Lint
- \$ Soft Feel To Garments
- \$ Amazing Spot Removal
- \$ No Filter Pressure
- \$ Cleans With Or Without Water
- \$ Whites Whiter
- \$ Blacks Blacker
- \$ Can Be Used With All Moisture Controls
- \$ Use With Or Without Rinsing
- \$ Easy To Test

Pace-Perk, made exclusively for Perchlorethylene and all systems, does *every* job you want the soap to do . . . and, IT DOES IT BETTER! There's no substitute for Pace-Perk . . . see your Caled man . . . at once.

Caled Products

COMPANY INC.
BRENTWOOD MARYLAND



- ☐ SPOT?
- ☐ PASS?
- ☐ WETCLEAN?
- ☐ RECLEAN?

4 ruts to be avoided in the spotting department

THE MOST IMPORTANT part of the spotter's job is making the right decision. With every garment he decides whether to spot it, pass it, wet-clean it or reclean it.

Obviously, the more a man knows about spotting, the more likely he is to make the right decision (though no one makes correct decisions every time). I remember a problem referred to me, while analyst at NID, by the spotting instructor. The garment was widely covered with yellow stains. Every effort to remove them at the spotting board met with no luck. Then, with ultraviolet light available in the analysis department we determined the stains were not tannin or caramelized sugar, as suspected, but were metal corrosion. With rust remover all the stains were readily removed.

Thus, because we were able to learn more through tools we had available, we were able to make a correct decision. Of course, spotters do not have the same degree of training or experience, but to make better decisions it certainly behooves a spotter to continue to study and learn his job well—and to use all the tools at his disposal.

Four pitfalls

What happens where the spotter (call him Steve) spots almost every

garment he touches? In the first place, he is not only going to be awfully busy, but he'll slow up production throughout the plant. If he is so busy, the drycleaning operation should be studied! Certainly with today's higher cleaning efficiency the number of spots and soil remaining after drycleaning is considerably smaller than it was before the advent of the new detergents.

This does *not* mean we expect to do all the functions of wetcleaning and spotting in the drycleaning washer. Within correct limitations we *can* do a drycleaning job, differing slightly according to various load classifications, that leaves a minimum of soil and stains.

This "spot 'em all spotter" may be trying to impress the boss as to what an important fellow he is. When the boss hears him constantly stomping the steam treadle on his spotting gun he gets the word Steve is a ball of fire. He can be expensive.

Or Steve may just naturally be a perfectionist. The most capable spotter I ever knew spent so much time spotting every garment close to perfection that few plants could afford his services. The price structure controls the degree of spot removal.

By contrast, "Pass 'em" Pete *never* has work hanging on his rack—he long since sent the last load out of

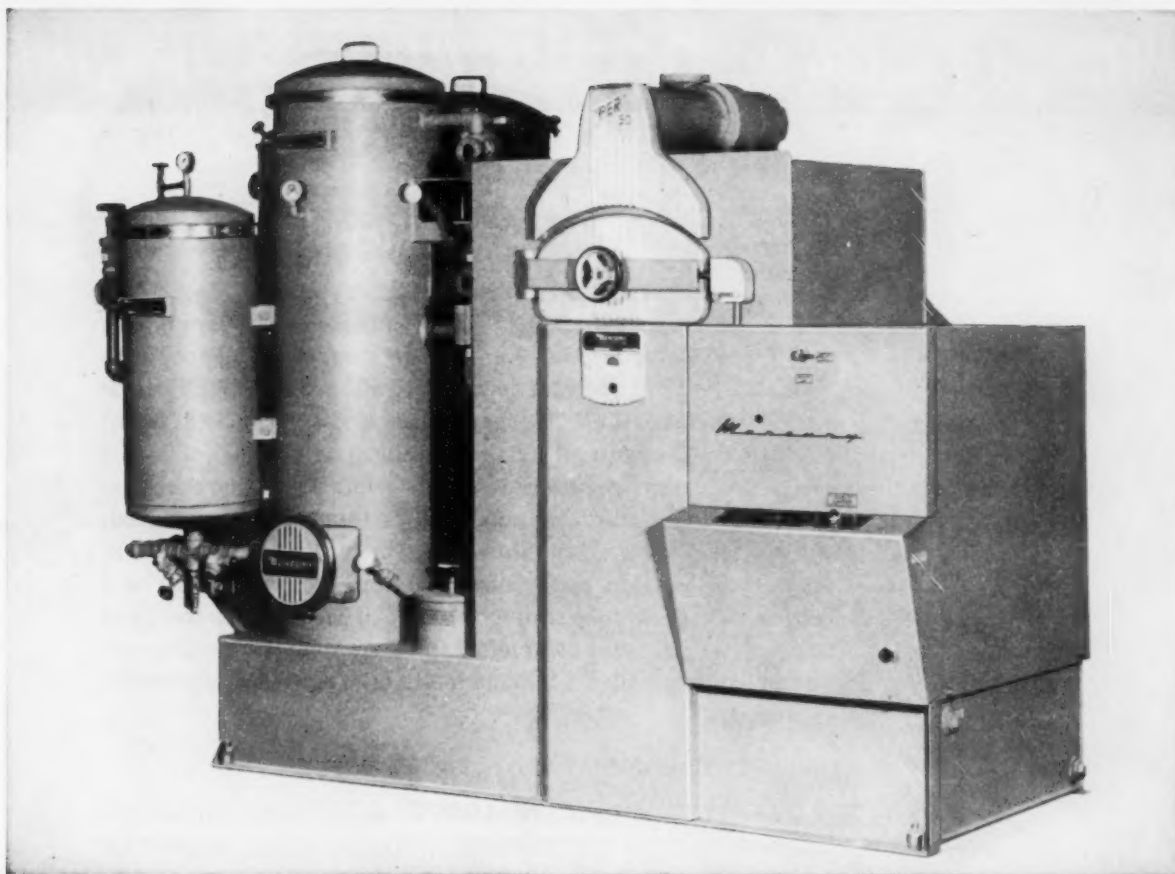
by CORT ANTONSON

the washer on to the finisher with his blessing. Pete (and perhaps his boss) is the fellow who proudly claims 99 percent pass-ups in their plant. When asked how a plant could attain a fantastic pass-up rate the owner was advised to hire a blind spotter.

But Pete isn't blind—he's pass-up-happy! If it doesn't come out with the steam gun he has plenty of hang tags to tell the customer those stains just won't come out. Anyway, what can you expect these days for a buck and a half? Pete keeps the finishers busy, production is high, the boss is making money—so what else is there? Only the customer—and the coin-ops!

There aren't so many old-time water-loving spotters at the boards any more. But Dick the Dunker takes a crack at it on the board. The stain doesn't come out, so he throws it in the tub. Then he can justify letting the stain go, to the boss, because he had gone all out and wetcleaned it. There are still plants where any stain that doesn't come out on the board gets "the full treatment" in the tub. They do have customers who say, "But I sent it to be drycleaned, not washed."

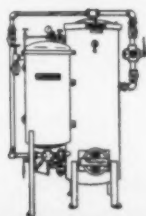
"Reclean" Roger knows one advance
Continued on page 52



PER "50" . . . fully automatic, with Filter, Still, and Clover-Leaf Muck Stripper AUTUMN SPECIAL . . . \$6,995 COMPLETE

Mercury, the manufacturer, carries the notes and/or leases

- There is nothing finer than Numatic PER "50" . . . same unit as delivered to U. S. Navy.
- 2000 GPH Monel Tubular Filter with backwash . . . Marlow Centrifugal Pumps & big 3" dump line.
- 50 GPH automatic Still . . . no foam-over.
- Clover-Leaf Muck Stripper "valves away" the muck; eliminates filter cleaning chore.
- Dry load capacity 44-50 lbs. per load . . . \$2,000 weekly volume; or more.
- Fully automatic . . . 1-bath, or 2-bath.
- Mercury-Twin-Disc transmission and fluid drive.
- Comes completely piped and assembled.



Clover-Leaf Muck Stripper and 2000 GPH Monel Tubular Filter also available for use with any make of Perc Unit. Owners report up to 16,000 lbs. mileage per drum of solvent and less filter pressure.

Petroleum units also available . . . 140F or Stoddard solvent.


Nearly 5,000 successful Mercury Owners in 50 states.

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CLEANING SYSTEMS, INC.

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1817 Benson Avenue, Evanston, Illinois
Please send complete information on ☐ PER 50 ☐ PETRO 50
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Company _____
Address _____
City _____ Zone _____ State _____

Let one of Adco's 65 "Miracle Men" help

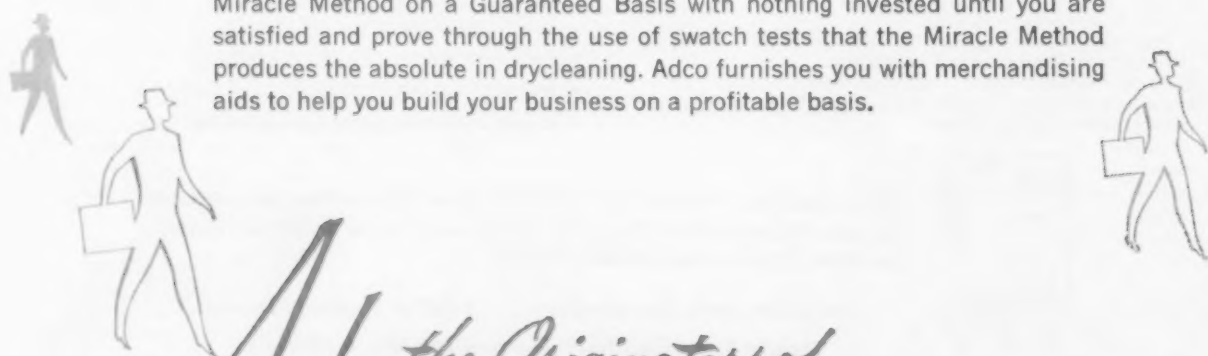
He'll help you obtain top quality cleaning



Each of Adco's 65 Sales Representatives is a trained Drycleaning Technician with a background of plant management to help you improve your cleaning with Adco's famous "Miracle Method." You'll enjoy new cleaning efficiency with Clean Solvent, Clean Detergent, and Clean Moisture, without detergent loss or distillation! TRIPLE X DRI-SHEEN for petroleum and PERK SHEEN for perchlorethylene, are double strength, clear in color, completely soluble in solvent, therefore, are not removed by KLEAN, Adco's Triple Strength, Vegetable-type activated carbon. They contain no non-volatiles that must be removed. These detergents, being completely soluble, enable you to use sufficient Klean Super Activated Carbon to keep your solvent in top condition, clear and pure at all times, yet you lose no soap through the use of Klean. A 1% charge of water white Adco Size, which is also completely soluble, produces the ultimate in drycleaning, and completes Adco's Miracle Method, resizing every garment in the Cleaning Process!

Result: "TOP QUALITY CLEANING", NO LOSS OF DETERGENT OR SIZING, AND SOLVENT STAYS IN PERFECT CONDITION. THESE RESULTS CANNOT BE DUPLICATED WHEN OBSOLETE MINERAL TYPE CARBONS ARE USED.

He'll help you merchandise



this quality cleaning to your customers by 4 Outstanding Merchandising Programs. Contact one of our 65 trained drycleaning technicians to first install the Miracle Method on a Guaranteed Basis with nothing invested until you are satisfied and prove through the use of swatch tests that the Miracle Method produces the absolute in drycleaning. Adco furnishes you with merchandising aids to help you build your business on a profitable basis.

Adco the Originators of
No Rinse Quality Cleaning

MANUFACTURING CHEMISTS SINCE 1908
ADCO INC., SEDALIA, MO., U.S.A.

you achieve the Adco Quality Look!

**GROW with NID
join in OCTOBER!**

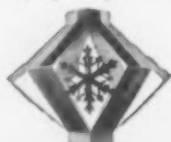




...don't just hope they'll go away

As a drycleaner who wants to survive and grow, you have three logical steps you can take. Analyze your own business and decide if it makes sense for you to:

1. *Promote quality*—so you can continue to appeal to the customer who wants and expects the *professional* drycleaning services a machine can never offer.
2. *Meet 'em*—by offering a "clean-only" service to maintain volume—thus getting some of the new optional cleaning business generated by coin-ops.
3. *Join 'em*—by opening a coin-op outlet



Free to users of PPG PERCHLOR
Seasonal mobile for your store. Ask your Perchlor distributor.

of your own, either as a separate unit or under your name.

Whatever direction you take, rely on PERCHLOR . . . the perchlorethylene solvent of proved uniformity and purity from PPG Chemical Division. Look to your Perchlor field man and distributor for new ideas in processing . . . like the Perchlor Super-Speed process now under study by the leading equipment makers. Look to Perchlor for in-store merchandising help such as store traffic-builders and the holiday mobile shown below. Call your Perchlor distributor now, for quality solvent and new ideas!

PITTSBURGH PLATE GLASS COMPANY
CHEMICAL DIVISION
ONE GATEWAY CENTER PITTSBURGH 22, PENNSYLVANIA
DISTRICT OFFICES: Boston • Charlotte • Chicago • Cincinnati • Cleveland
Dallas • Houston • Minneapolis • New Orleans • New York • Philadelphia
Pittsburgh • San Francisco • St. Louis • IN CANADA: Standard Chemical Limited

Pc chemicals

Spot? Pass?

Continued from page 48

tage of charging solvent is that detergent picks up water from a garment in the washer. What a valuable property this is for the spotter! A garment that rings quickly can go into the charged washer directly after wet spotting, thereby preventing a ring.

Of course, Roger is finding the drycleaner had better have his solvent in top condition, or Roger is going to end up with a lot worse spotting problem—redeposition of soil or color transfer. Also, Roger and the drycleaner aren't the best of buddies. The drycleaner has the audacity to grumble over handling a lot of clothes twice. Recleans *can* be overdone; there is hardly any need, for instance, to reclean wools that can easily be feathered on the board, perhaps tossed into a tumbler to dry, and moved to finishing long before a reclean would get back to the board.

These types of spotters are all extremes—but they do exist in many plants throughout the country in varying degrees. The ideal spotter is a compromise of all four types. He knows his business well enough to evaluate carefully what should be done on a garment. Every load has a high percentage of legitimate pass-ups and probably one or more garments that fall into each of the other three categories. The important thing—the knack that makes a spotter worth his salt—is to make the correct decision, so that the best possible job is done with the least amount of labor.

Time for a new look

Frankly, there is too much tendency to give stains the quick treatment, toss them into the washer and let it go at that. Obviously to merely spray-spot everything that looks like a spot and toss it into the washer does not require too much skill. To prespot stains properly requires know-how.

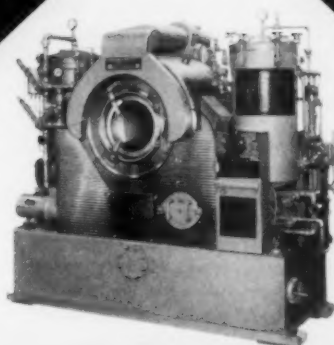
Quite often dry-side stains, for instance, such as ball-point ink, are prespotted with moisture solutions. In the washer this moisture actually tends to prevent the stain from being worked on by the drycleaning solvent. Hence such stains go in the washer as ball-point-ink stains, come out as dye stains that are tough to remove. The ball-point ink itself would have been easily removed if prespotted with oily and volatile paint removers, followed by drycleaning.

Various oil stains fall into this same category. Prespotted wet, such stains are oxidized by the subsequent heat

Do more things better.....

with the *flexible* **YORKTOWN 30**

Perc Dry Cleaning Unit



Now, in just one machine you can vary your process to the type of loads. Do it by classification, by type of fabrics or by condition of the garments.

Here's how a YORKTOWN 30 will give you unheard of flexibility in your dry cleaning operation—enable you to do more things better:

Selective solvent level can be set for either 7 or 10 inches by merely flipping a hi-low selector switch.

The closed system guarantees a higher degree of solvent purity than you've ever known. This means fewer classifications, less soil redeposition, greater unit efficiency. As soon as the pre-set solvent level is reached, flow to the base tank is cut off. All during the cleaning cycle solvent flows directly from tub to filter and back to tub. No contaminated solvent ever reaches the base tank.

Optional "batch" operation can be made a part of the automatic cycle when desired. When "batch" operation begins, the solvent flow goes

on bypass and the pre-set solvent level is maintained in the tub. Automatic additive device permits addition of moisture, sizing or water-proofing to the load.

Cylinder rotation can be stopped at any time during the cycle. Velocity of solvent flow provides a gentleness of mechanical action for cleaning unusually delicate fabrics.

Only the YORKTOWN offers such complete flexibility. Now is the time to put the YORKTOWN'S flexibility to work for you.

For complete information, call your nearby American distributor, or mail the coupon.



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• American Cleaners Equipment Sales ACE-52 •
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• Send complete information on the flexible •
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• Name _____ •
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of the tumbler until they are very difficult or impossible to remove.

Spray-spotting what appear to be water-soluble stains before cleaning in a clean charged system can do much for us, even to the point of removing blood stains on some types of fabric. However, many albuminous stains that do not respond to this procedure still need digestion. But, because digestion involves time, and a soaking procedure that is neutral and involves some heat, this is bypassed in far too many instances.

The use of a stiff brush at the press to brush these stains is believed a good temporary way to get them past the inspector. But as soon as such a stain takes on moisture from the air, which may well be before the garment even gets back to the customer, the stain reappears, to the customer's irritation.

Digestion can often be carried out by applying digester to the stain and allowing the stain to soak between two wet towels that are kept warm (not hot, because enzyme action is retarded above 120° F.). Such stains can then be spotted on the alkaline side with a synthetic detergent and ammonia (assuming the dye is fast to alkalies).

It is high time we reevaluated our "fancy spotting" efforts. By survey, 40 percent of complaints by customers are because stains and spots have not been removed. In many instances customers send clothes to be cleaned not because they are completely soiled but because they have stained these garments in one way or another. These people primarily buy our spotting service.

Possible and impossible

There are many stains that cannot be removed. Wet-side stains on dyestuff that bleeds in plain water. Oxidized paint on pigment prints. Water-soluble sizings. The list can be impressive. But there are many cases where fabric and dyestuff do allow us to go to the extremes of spotting procedure, if we would take the time and effort to find out.

I have asked many spotters how they remove mercurochrome stains. Invariably the answer is "I don't. I send 'em home." Yet on acetate and nylon garments removal of mercurochrome is generally rather simple. Mercurochrome is actually an acid dyestuff that has very poor affinity for acetate and nylon fabrics. Very often a synthetic detergent and the steam gun are sufficient. Because acetate dyes are fast to alkalies, ammonia

can also be safely used if necessary. By contrast, the same mercurochrome stain can be very difficult on an animal fiber such as wool or silk.

So success of every spotting job depends on the nature of the dyestuff and fabric. An analysis job involved what seemed to be dye stains remaining from ball-point ink pre-spotted on the wet side. The garment was a bright yellow cotton dress. To determine how far I could go safely in stain removal a small sample of the fabric was soaked in Clorox (5.25 percent chlorine bleach). The dyestuff proved quite fast even to this strong concentration of an oxidizing bleach. So this property of the dyestuff gave hope of removing the stains.

Most spotters are aware that most stains can be removed more easily from wool than from other fabrics. This seems to be partly due to the softness of wool which tends to release staining material more readily. For example, compare removal of paint from wool with the same job on cotton. Hence a known property of a particular fiber gives a better chance for stain removal in many instances. In the same breath it must be remembered that acid wool dyes bleed to alkalies such as ammonia, which limits stain removal by alkaline agents.

Role of charged system

As fancy spotters we do have a valuable assistant today in the charged drycleaning washer. You don't have to be too old an oldtimer to recall trying to feather rayons by rushing to the windwhip to dry the area before it ringed up. Often the ring got bigger and bigger despite our best efforts.

But, and we repeat, unless charged solvent is clean, and adequately charged, you will quickly pick up color or soil in wet-spotted areas. A conservative spotter hesitates to wet-spot a white garment and toss it into the washer, since even a slight pickup of soil or color, or both, can readily be seen. Constantly garments received for analysis show such redeposition.

Therefore, as spotters, we must continually encourage the drycleaner to keep that system clean! This is perhaps one of the greatest failings today in the industry, and one that nourishes the growth of coin-op cleaning. A clean charged solvent system can do wonders—a rotten, contaminated system can do more harm than good.

Not all of us can attend institutions that provide technical training in spotting practice. But it is possible for

spotters on the job to take advantage of the variety of media available (much of it free) and thus become more capable. There is no reason why you cannot stain old garments, always to be found around a plant. Then conduct your own experimental spotting course, particularly during slack times. Certainly the more you know, the more spots you will remove safely—and I think the time has come for us to remove more spots. □□

Battiston's decided

Continued from page 44

volume will reach \$1,000 weekly by fall. We therefore are preparing to replace our clean-and-steam in Wethersfield with a similar coin-service center. We think it will satisfy the need for a "Bikini type" service as satisfactorily as coin-op. It has the added merit in our eyes of being a bit more divorced from professional \$1.50 drycleaning service. By that, I mean the customer doesn't expect to be waited on in the coin-op the way she does in clean-and-steam. Nor is she so critical.

Here are a few further observations:

1. Coin cleaning does increase professional volume. We are getting split bundles from people we never saw before. It creates more activity.
2. Coin-op should deter new competition by draining the gravy items from the market.
3. We find coin cleaning equal to plant cleaning in quality, and even better in some respects.
4. Speaking objectively coin cleaning shows no breaks, has bright colors, a surprising minimum of spots.
5. Price of \$2 may be high competitively on certain items, such as blankets and slipcovers.
6. An attendant is necessary—to instruct, advise about cleanability, lend confidence, cope with emergencies, sell professional services.

In closing this report, we ask the reader to remember that the primary object of these experiments by Battiston's is not competition with other cleaners. It is to carry out the conviction that drycleaners *must move positively* to recapture the volume lost to wash-and-wear. I've been called "Mr. Clean-and-Steam," but right now it looks to me as though coin-op cleaning is the answer to wash-and-wear. □□

Why is non-removal of stains still a common consumer complaint?

What can and should be done about it?

We all know the real reason why non-removal of stains ranks high on every list of consumer complaints on dry cleaning: ever-rising costs force the cleaner to use more and more short cuts in trying to sustain his already slim profit margin. Unhappily, some of these short cuts are just too short—and quality suffers.

The trend away from quality cleaning can be reversed

How? Surely not by operating right at the bare edge of consumer acceptability. You've got to make a decision: either to give your customers high enough quality to justify your prices and profit—or to face the threat of declining volume. Just remember this: if you offer professional* quality cleaning, you need never fret yourself with fears of losing trade. *It will come to you.*

The place to start is with inspection

You must remember that charged systems cannot remove *all* stains *completely*. No matter what the "miracle" fiber or the "wonder" finish, no matter what your solvent or detergent or controls, quality cleaning still calls for careful inspection for spots *before and after cleaning.*

Set protein spots can be the worst of all

Rust, paint, enamel—these are difficult stains and you use spotting agents to remove them. *But what do you do about set protein stains—the most difficult and insidious of all?* Set protein soil is the hardest of all to remove: once protein-containing material dries on fabric, ordinary solvent-detergent-water—even acids and alkalies—will not remove that stain completely. Not from Dacron, not from Acrilan, not from Wash 'n' Wear or anything else. Not until you use an enzymatic digester to soften and swell that spot will it be removed.

RSR® eats up protein colloids

RSR is a mixture of protein-degrading enzymes: special active "catalysts" formulated to digest even the toughest, oldest, driest, dirtiest protein-containing stain. RSR works on *all types* of protein stains—food, discharge and body soils, stains of many sorts. Continuously improved over the years to take full account of modern changes in fibers, finishes and cleaning practices, RSR is one of the most efficient chemical tools today's technology has to offer the professional cleaner. Want more information? Write today for working sample of RSR and complete use instructions.

*Buy, beg or borrow a copy of the N.I.D. motivational study on How the Consumer Really Feels About Dry Cleaning. It will open your eyes.



RSR is a key to better quality cleaning. Quality is the key to profit.

RSR is a quality-tested product of



WALLERSTEIN COMPANY

Division of Baxter Laboratories, Inc.
Staten Island 3, N. Y.

GROW with NID—join in OCTOBER!



French weaving

Method: The weaver takes *new threads from the seams* of the damaged garment.

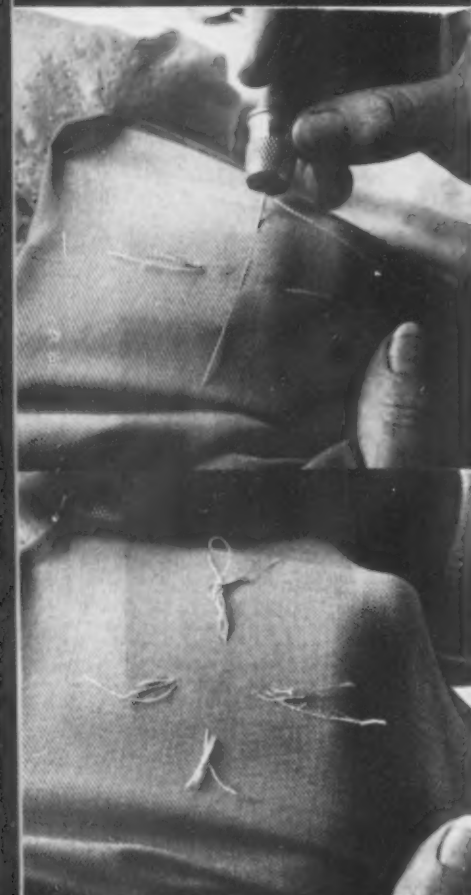
Using a *sewing needle*, she replaces each damaged thread with a new thread . . . one by one.

She first weaves the needle through the cloth, following the path of the damaged thread. Then she pulls the new thread into place.

The weave and tension of the new threads must be *exactly the same* as the old ones.

The cross threads are replaced first, then the warp threads.

Uses: To repair *small damages* on most materials.



REWEAVING— and what you should know about it

by JEAN VALENTINE

IN THE PAST 20 years, thousands of cleaners have added reweaving as a sideline. Those who have been successful with it have viewed reweaving as a *service* rather than as a way of making "easy money."

Reweaving can help build up your cleaning volume and promote goodwill. But it is not enough to put up a sign and look around for the weaver who will give you the "best deal." You must give your customers *top quality* work at fair prices, and know enough about reweaving yourself to sell it intelligently.

What is reweaving?

Few cleaning customers understand what reweaving is. Some of them have never heard of it. Some have a hazy or incorrect idea about it. Others have had a poor job of reweaving done and are sceptical about it.

It is up to you to educate your customers about reweaving so they know what they are paying for, how it is done, and the many ways it can help them be well groomed.

Reweaving is the *invisible repair of damaged fabric*. It is all done *by hand*. The weaver uses simple needles and threads (or a piece) from the same fabric. She actually *remakes* the cloth in the damaged area. It takes a lot of skill, time and patience to do an invisible job of reweaving.

Reweaving is an ancient art. It originated in the fabric mills of Europe many years ago where it was used to repair defects in bolts of new cloth. Many of these age-old techniques are still used.

There are many terms you may hear applied to reweaving, such as French weaving, in-weaving, piece weaving, over weaving, etc. In reality, there are two basic methods of reweaving: French weaving and piece weaving.

Both of these methods can be invisible as long as the weaver *duplicates*

the exact weave of the cloth . . . and as long as she chooses the correct method for each damage. We give a description of both methods and their common uses.

How can you find an expert weaver?

When done correctly, reweaving is a real art, which takes years of training and experience to master.

A really good weaver will give you the best work at legitimate prices. She will cooperate with you to please your customers. She is in business to build up a clientele. She takes pride in her work, and will take the time and effort to do a beautiful, invisible job.

Unfortunately, not everyone calling herself a "weaver" is an expert. Many of them are not even weavers. They have simply learned a few tricks of the trade, but don't have enough training or experience to do good work. These pseudoweavers can do your business more harm than good, even though they may offer lower prices than an expert does.

So it's wise to take a little time and effort in selecting a weaver. Get a real expert to do your work. It will pay off in satisfied customers and an increased cleaning business.

There are some short-cuts you can take in finding an expert. (In addition to classified ads in trade magazines and the information you get from other cleaners.)

Check with one or more of the following places and find out who does their weaving: your insurance agent; the finest tailor in town; the best men's shop; the best ladies' dress shop; the top department store.

The weaving done for these establishments *must* be perfect. Their customers are discriminating . . . and much of their damaged clothing is store merchandise or insurance claims.

A final check

Once you think you have located a competent weaver, if possible visit her

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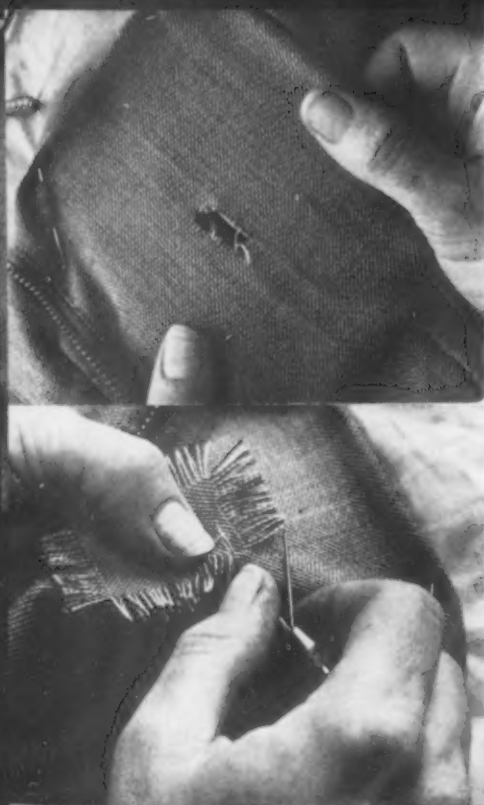


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Piece weaving

Method: The weaver cuts out a squared piece of cloth from inside the damaged garment (i.e., from the pocket facing).

She ravels out all four sides of this piece—leaving a 1/2-inch fringe all around it.

She places the piece over the damage, matching the pattern.

With a special latched needle, she weaves the threads of the fringe into the material surrounding the damage.

She must follow the exact weave of the cloth so the piece will blend into the cloth and be invisible.

Uses: To repair large damages on all materials.

(Also preferable for most damages on two-toned materials such as fine sharkskins, herringbones and novelties. Also upholstery, synthetics, silks, cottons.)

A competent weaver can tell you which of these two methods is better for each damage, *before* she does the work. She bases her decision on the type of fabric and the size of the damage.

shop and get acquainted. Come to a definite understanding with her about pricing, pickup and delivery, etc.

Most important of all, *ask to see some of the finished work hanging in her shop.* Look at reweaving done on these materials: gabardines, tropicals, synthetics, sharkskins, fine herringbones and novelties. These are real tests of the weaver's skill.

Weaving shops

No two weaving shops are exactly the same. Some have one weaver, others may employ as many as twelve. Some weavers only do French weaving . . . or piece weaving. Others do both.

Many shops offer other repair services besides weaving, such as zipper repair, hosiery repair, knit repair, shortening of knit dresses or suits, alterations, upholstery and rug repair.

For knit shortening, extensive alterations, and upholstery and rug repair, it is advisable to send the customer directly to the weaver if in the same community.

Home workers

There is an increasing number of "weavers" who do work in their homes. They usually try to lure cleaners away from established shops by offering cut-rate prices.

They can offer these low prices because they have no overhead, and many of them do inferior work. They are not licensed. They do not have to carry insurance to cover customers' clothes in case of damage or loss.

Since they do not have a business location, they do not have to maintain the standards or reputation of an established shop. So their work and service are seldom on a par with those of a regular weaving shop.

A "cheap" weaver is seldom a good weaver. She can cost *you* valuable cleaning accounts through inferior work, poor service, or lost and ruined garments.

It is wisest to deal with an established weaving shop which stands in back of its work . . . and provides adequate protection for your customers' garments. If there is none in your community, reputable mail order firms are available.

Handling reweaving over the counter

Few cleaning customers know about reweaving. It is up to you to educate them about it, in order to sell it effectively.

Most of your work in connection with reweaving comes when the customer brings the garment to you . . . *before* the reweaving is done.

1. Show a new or sceptical customer some of your weaver's finished work. Then they know what to expect.

2. The best practice in pricing is to:

- (a) Take in the job from the customer.
- (b) Send the job to the weaver. Get her price and comments.
- (c) Contact the customer and get his OK.
- (d) Give the weaver the OK to do the job.

2. If a customer objects to the price, you can point out:

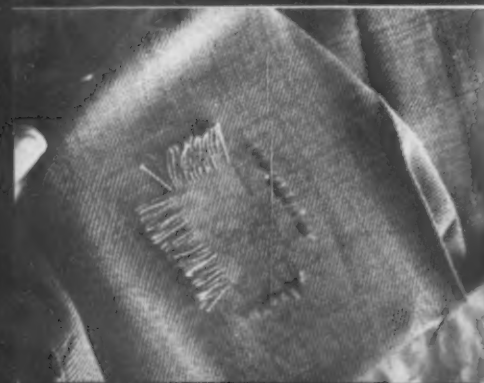
- (a) Weaving is all *hand* work. It takes a lot of time and skill to do it properly.
- (b) An invisible weaving job makes the damage disappear. It saves an expensive garment from the ragbag, and is a lot cheaper than replacing the garment!
- (c) Weaving prices have changed very little in the past 30 years, despite inflation.
- (d) The reweaving will usually last for the life of the garment. (Most expert weavers will guarantee this.)
- (e) *The only "bargain" in weaving is an invisible job.* A customer may be able to get a cheaper job elsewhere, but if it shows, she is simply throwing away her money.
- (f) If the customer is still not sold, it may be wiser to forget about it . . . or send her directly to the weaver. Let the weaver know you are referring a customer to her, and what price you quoted.
- (g) If the customer has an extremely big or "touchy" job, it is usually better to also send her directly to the weaver.

3. When the weaver gives you a price, find out if it is for a French weave or a piece weave. In most cases one or the other is preferable, in order to produce an invisible job. In a few cases either method will be satisfactory. Trust the weaver's judgment on this point. The size of the damage, type of cloth and condition of the garment determine the best choice.

4. A garment should be cleaned *before* it is rewoven. In many states this is required by law. Let your customers know about this *when they bring in the garment.*

If the garment has moth holes or acid burns, this is especially important. Cleaning neutralizes the acid

Continued on page 64



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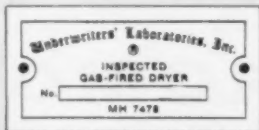
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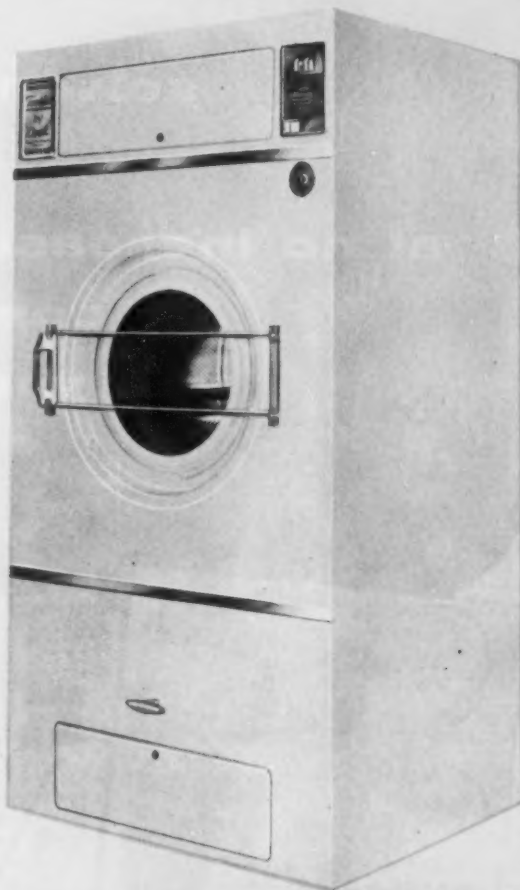
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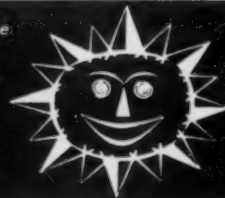


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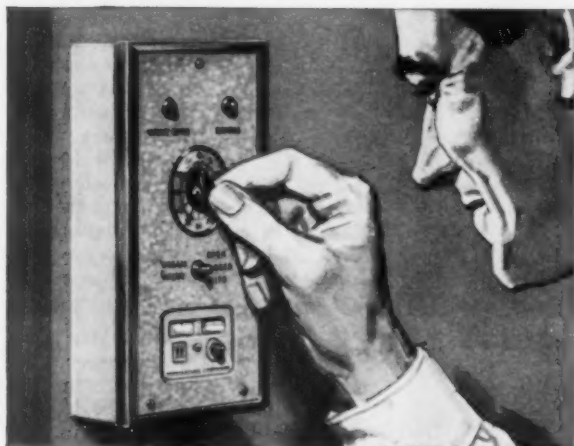
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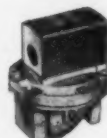
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Reweaving Synthetics

SYNTHETICS are the weaver's biggest headache. They take *twice* as long to weave as other materials ... and are twice as difficult to do.

Normal weaving methods are unsatisfactory on synthetics. French weaving looks like a darn, and *regular* piece weaving has a patched look.

Why all this trouble? Synthetic threads are brittle, stiff, and packed together like sardines. They break and fuzz easily. They have no "give" to them as wool does.

You can work on wool ... "bite" into the threads with a needle, move the threads around, run needles through the fabric ... and the material will fall back into place and mat down as it was before. Not so with synthetics.

One synthetic thread ... disturbed or fuzzed ... shows up like a sore thumb. So what is the solution?

The best synthetic technique known to the writer is a *variation on piece weaving ... using special needles*.

The needles have smooth, round points that don't cut and fuzz the brittle threads.

The weaver works around the piece *twice* instead of once. First, she pulls the thread ends down into the material. Then she turns the cloth over and anchors the ends to the underside ... taking care not to disturb any threads around the weave. This method eliminates the fuzzing and thread disturbance which cause a patched look.

This twice-around technique was devised by Ellen Mears, owner of The French Reweavers in Redwood City, California. It works equally well on silks, cottons and fine tropicals, in addition to synthetics.

If *your* weaver does a good job on synthetics ... consider yourself lucky. If she can do everything *except* synthetics ... just don't bother to take them in. You'll save yourself a lot of headaches.

Continued from page 58
and kills the moth eggs and the larva. It is most efficient to first clean the garment, have it rewoven, then press it *after* it comes back from the weaver.

5. Most weavers will knock themselves out to accommodate you when you have a legitimate rush job. But for the normal run of work, try to give the weaver at least a week or two to complete a job. Give her two weeks minimum on an extra large job, such as moth holes.

6. *Always send both pieces of a suit to the weaver* (coat and trousers). This will insure that the weaver can find enough threads, or a piece of material, to do the weaving.

7. If the customer has any extra material which matches his garment, send it to the weaver with the garment.

8. If you handle your weaving by mail order, it is still wise to investigate and find the *best* weaver in your area.

The weaver will usually send you a postcard giving you the price and type of weave (French weave or piece weave). Then you can give her your OK by return postcard *before* the job is done. Allow at least two weeks on mail orders.

8. There are some damages which require special attention by you and the weaver:

(a) *Moth holes:* Must be cleaned before rewoven to kill moth larva and eggs. Moth holes are often larger to weave than they appear. The larva weakens the area around the holes.

By holding the moth hole up to strong light and looking "through" the material, you can get a better idea of the damaged area.

The weaver will often give you an estimate of the price on a garment that has a lot of moth holes, and base her final price on the time it takes her to do the job.

(b) *Acid burns:* Must be cleaned before rewoven, or acid will keep on eating the material. When she does the job the weaver must test the threads all around the damage to tell how big the damaged area really is.

(c) *Blood stains:* Always tell the weaver if damage was a blood stain. Since it is necessary to remove blood with water, the area around the damage often shrinks. Therefore, the weaver must shrink the threads which she uses to repair the damage.

(d) *Bruises and worn areas:* The hole in a bruised or worn area may look small ... but the actual damage is usually much larger. The weaver must replace *all of the weakened threads* around the hole. Look at the bruise or worn area through strong light to get a better idea of how large the actual damage is.

9. **IMPORTANT:** *Where is the weaver going to cut out a piece of material for a piece weave?*

Find out beforehand where she intends to take the piece, and give your OK. In some cases you should get the customer's OK (i.e., if it has to be taken from the inside facing of a coat).

An incompetent weaver with poor judgment can ruin a garment by taking the piece from the wrong place. (All the more reason for dealing with an expert!)

Here is a list of the common places where weavers take material. The most desirable places are listed first on each garment:

TROUSERS

1. Inside facing of pockets.
2. Inside the fly, beside zipper.
3. Cuff.
 - (a) First choice: underside of cuff where it is turned under and stitched.
 - (b) Second choice: inside of cuff in the fold.

(NOTE: Get customer's OK to take piece from here. He can't have French cuffs made at a later date if cut from inside cuff. This is sometimes only place to get material, however.)

4. Back seam: *Poorest place on trousers to take material.* If the customer gains weight, he can't have the trousers let out. Also, the seam may pull out.

COAT

1. Material under patch pockets.
2. Inside facing on pockets.
3. Cuff of sleeves.
 - (a) Piece should not be cut any closer than 1/2 inch from inside edge.
4. Inside facing on front of coat (under the button side).
 - (a) Get customer's OK. *Poorest place to take material.*
 - (b) Sometimes necessary to take from this location in order to get large enough piece, or to match pattern.
 - (c) Piece should be taken opposite second button of three-button suit, next to lining.

DRESSES

1. Facings: on pockets and at back neckline.
2. Shoulder pads that are self-covered.
3. Material under patch pockets.
4. Materials around zippers.
5. Cuffs of sleeves.
6. Inside gores which are sewed up.
 - (a) Only as a last resort.
7. Hems
 - (a) *Poorest place.* The customer may want to lengthen dress.
8. Any other excess material on inside of dress.

(NOTE: The weaver should sew in a piece of matching lining over the place where she cuts out the piece from the garment.)

Exceptions where reweaving may show

There are a few exceptions where even the best job of reweaving will show a little. An expert weaver can warn you about these cases *before* she does the work, so you can tell your customer and get his OK. For instance:

1. If the area around the damage is *extremely worn, faded or bruised.*

- (a) The new threads which are woven into the damaged area may show up brighter.
- (b) Hold material from the *inside* of the garment up to the damaged area to get some idea of the color difference.

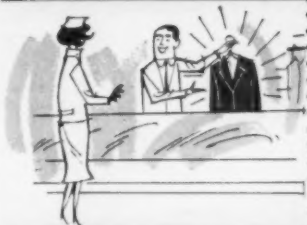
2. If the area to be rewoven is *extremely large.*

3. Very hard-finished materials,

such as some gabardines, twills, and synthetics may show a little. Usually, as the customer wears the garment, the reweaving will blend down so it is not noticeable. ☐ ☐

The second part of this article will discuss the pricing of reweaving work, and will include charts on common causes of garment damage, with tips to the drycleaner's customers on how to prevent them, what to do when they occur.

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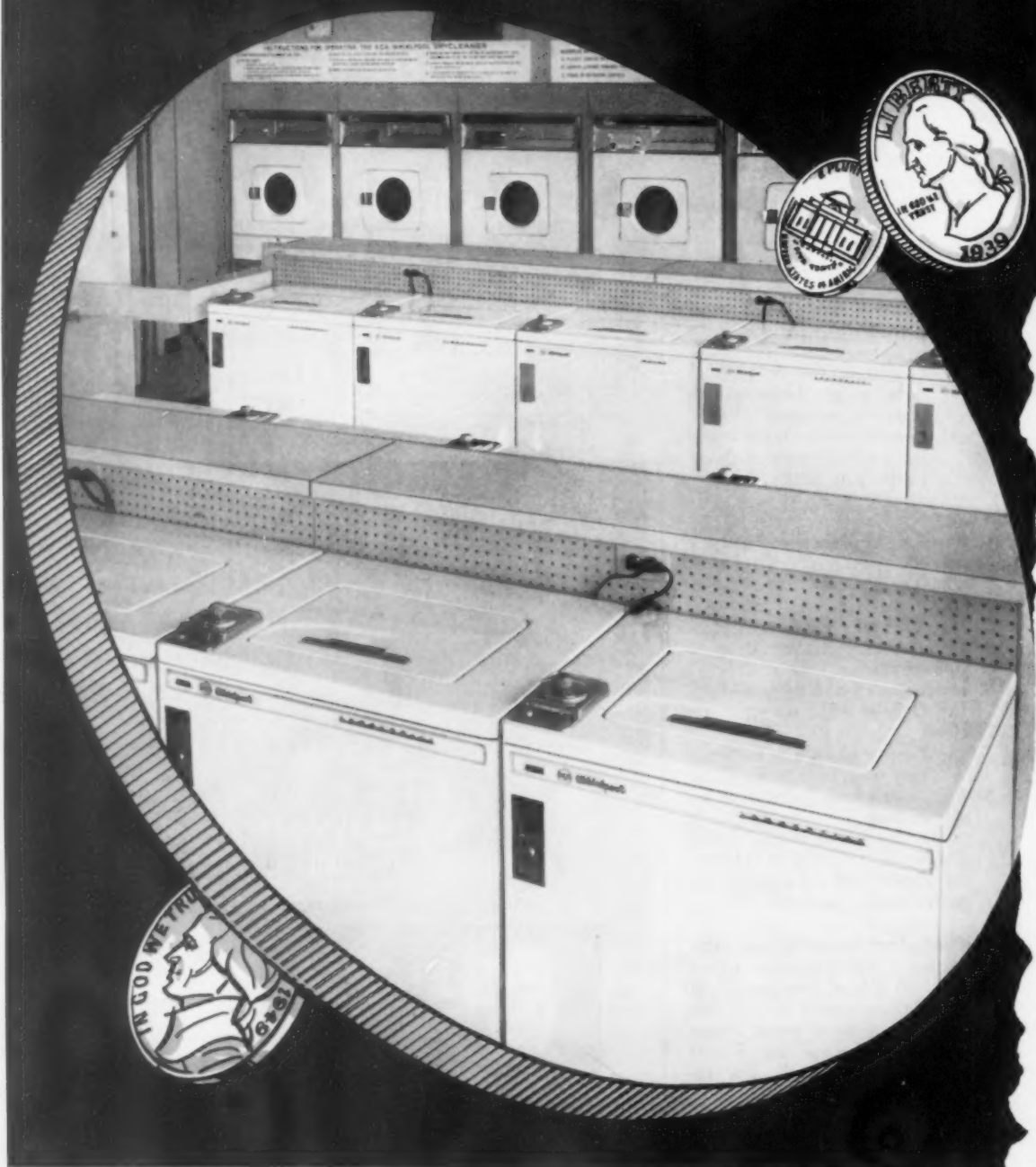


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THE ANALYST ANSWERS

Trouser Holes

What has caused the holes in this pair of trousers? The customer claims that they weren't there when he brought the trousers in for cleaning.—S. C., New Jersey

Tests on the damaged areas of this garment show that the holes have been caused by a strong mineral acid such as sulfuric acid. Our examination of the damage under ultraviolet light confirmed this.

Evidently the customer has accidentally come in contact with a strong acid. The most likely source is the car battery, which contains sulfuric acid. Any handling of such a battery could result in a splattering of acid on a garment. Of course, if the customer is engaged in work that involves the use of mineral acids, such activity could also result in this damage.

Very often such acid damage is either not evident at all or it merely appears as a stain before drycleaning. When the garment is subjected to the ordinary mechanical action of the cleaning process, as well as the heat

of deodorization, the affected areas fall into holes. Therefore your customer's comment that no hole was present before cleaning could very well be true.

However, the damage is the result of the action of acid on the fabric and such mineral acids are never used in cleaning or spotting procedure. We therefore do not feel that the cleaner should be held liable for this damage.

Contact Dye or Corrosion

What caused the yellow area across the back of this man's gray jacket?—A. C., Delaware

Under ultraviolet light this yellow discoloration across the back of the jacket appears due to dyestuff or to metallic corrosion from contact in leaning back against something. If the jacket were damp from perspiration at time of contact the transfer of color could occur quickly.

First spray-spot the discolored areas. Then put the jacket in a bath of clean, charged solvent (with at least 4 percent charge). Soak the jacket in this for several hours or overnight. Then re-dryclean it.

If color remains, spray with the steam gun and apply commercial rust remover. Flush this out with the steam gun, then neutralize traces of rust remover with ammonia. Finally spray with hydrogen peroxide, or apply it with a swab. Flush the area thoroughly with the steam gun.

New Fabric Drycleanable

One of the local department stores has asked us to supply information as to cleaning a new line of coats, jackets, etc. We are enclosing a tag and a sample of insulation taken from a jacket. As you can see, the manufacturer's tag is incomplete.—A. A. C., Arizona

We have run various tests on samples of this insulating material taken from the sample you sent us. Obviously, the sample is too small to conduct finishing tests on but this material should not give difficulty either in drycleaning or wetcleaning procedures.

We did see some slight tendency for the material to swell after prolonged soaking in perchlorethylene that contained detergent. This may not be to a degree that would cause any concern. This tendency may be related to the solubility of the bonding agent used.

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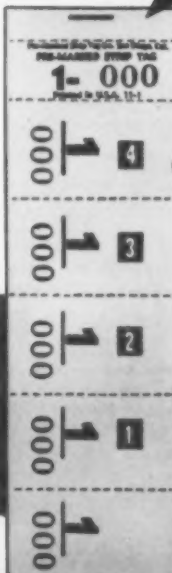
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There might be some concern in the finishing department in the event that the use of steam and pressure might tend to flatten the foam material, which would then lose some of its insulation effect. It might be better to resort to steam-air finishing in garments of this type.

Discoloration From Alkali

What caused the discoloration and the reddish stains on this dress?—*P.D.C., Puerto Rico*

The light bluish discolorations on this garment are due to a loss of color. We have been able to duplicate this color loss by soaking a small sample of the fabric, taken from an unexposed seam, in ammonia. We believe a strong alkali of some kind has been accidentally splattered on the garment.

It is impossible to determine exactly how this took place but the alkali may have been part of the solution that also stained the garment to a reddish cast.

We have tried to restore the color by neutralizing the light blue areas with an acid solution but because the damage is actually color loss rather than color change, we were not able to improve the damage. Redyeing is the only means of restoration.

Print Changes Color

Why has the brown print on this dress turned green? The customer brought the dress back to the store where she was told the color loss was due to faulty cleaning.—*W. D., Connecticut*

This type of damage is not a new problem. The difficulty stems from the fact that the dyestuff contains a component that is soluble in drycleaning solvent. When the garment is cleaned and this dyestuff is dissolved out of the print, it changes to an entirely different shade. Green prints will change to a beautiful shade of blue due to the loss of a yellow component. In this instance it may also have been a yellow component that bled out, changing the shade from brown to green.

This damage is not due to any failing in the drycleaning procedure. The difficulty lies in the inherent failing of the dyestuff to withstand a standard drycleaning solvent.

Acid Damage in the Home

What has caused the damage to these tan draperies?—*D. C., Indiana*

The damage to this drapery panel is quite typical of a very common type known as "acid deterioration of cur-

tains and draperies." The National Institute of Drycleaning has published several bulletins on this subject as have other organizations such as the Better Business Bureau.

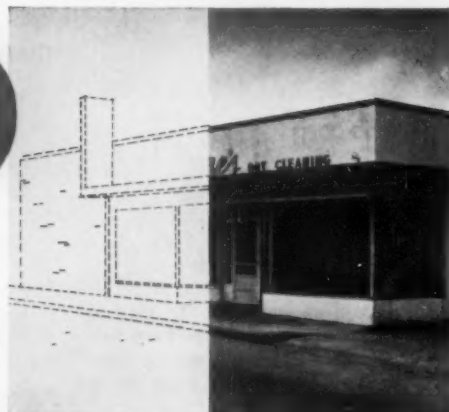
The difficulty lies primarily in the fact that there are acid gases present in the air in the home due to the combustion of fuels. Moisture is also present. When fabric, as in draperies, is exposed to this condition for a long period of time, these gases and moisture are absorbed and combine to form a mineral acid. This acid condition causes the deterioration of the fabric.

In this case you will notice that only one of the yarns has been destroyed. This is because some fibers are more resistant to acid damage. The relative sheerness of the yarns also has a bearing on this damage. In addition, heat and the action of sunlight have a part in speeding up the action of the acid present. As a result the damage is almost always in streaks up and down the drapery.

The drycleaner should not be held responsible for such damage as this because the deterioration of the fabric is not due to any part of his processing.



**Are you running
half a business**



**You don't have a complete plant
without a storage vault**

What used to be a sideline has become a standard part of the drycleaning business—and a highly profitable one. Successful cleaners all over the country have proved that a good storage vault brings a higher return for each dollar invested than any other new equipment you can buy.

Storage brings in profits three ways:

1. Through storage fees themselves
2. Through cleaning of stored garments
3. Through increased year-round business from new storage customers who keep coming back.

Many cleaners say they more than pay for the vault equipment the first year.

And the best equipment is the cheapest in the long run. Haertel Vaultmaster packaged units give long years of economical and trouble-free service. They provide all the necessary controls automatically: humidity, temperature, fumigation and ventilation. Haertel engineers will help you design an efficient vault.

Learn how you can join the money-making Haertel parade. Mail the coupon or call us today.



WALTER HAERTEL CO., 2840 Fourth Ave. S., Minneapolis 8, Minn.

- ☐ Please send me your free brochure in which cleaners and laundresses using Haertel vault equipment tell how it pays off for them.
- ☐ Please have a Haertel man call to look over my plant and answer my specific questions.

FIRM NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
SIGNATURE _____

GADGETS and gimmicks



No Intrusions

Back-door intrusions are discouraged at Simon Cleaners, Madera, California, by an iron gridwork over the open door. By hinging it directly to the corner of the sliding door, Ed Tashjian solved the problem of storing the grid door when the sliding door is closed. In the latter case the grid is swung around against the sliding door and held in place by a latch.

Employee Benefits

The form letter shown below is an idea of Frank Colvin, Fairview Cleaners, Lexington, N. C., and was reported in the bulletin of the North Carolina Association of Launderers and Drycleaners. Mr. Colvin sent this letter to all of his employees, filling in the amounts in the places indicated.

Miss _____
Address _____
City and State _____
Dear _____:

As your employer I want to inform you of your benefits as an employee of Fairview Drycleaners and Shirt Laundry.

Your gross salary for 1960 was \$_____.
You paid \$_____ to Social Security.

I was required to pay out of company funds the following for you:

Social Security \$_____
State Unemployment Insurance \$_____
Workman's Compensation Insurance \$_____

By you paying \$_____ of your gross salary and my paying for you \$_____ you had a total payment of \$_____ to your Social Security Account for the year 1960. Together we are putting a nice "nest-egg" aside for your retirement some day.

State Unemployment Insurance entitles

you to draw Unemployment Insurance in the event of the loss of your job for any reason other than misconduct or quitting of your own free will.

Workman's Compensation insurance entitles you to doctor and hospital care in case of injury while on the job.

Our relationship for the past twelve months has been very happy. I deeply appreciate your cooperation and good work. May we continue to strive for better quality work and customer satisfaction.

Sincerely,
(signed)
Frank Colvin

Small-Plant Statements

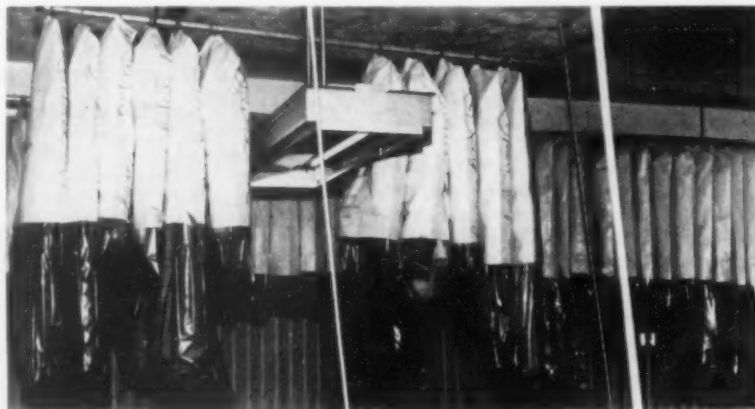
Monthly statements take time to make out, even though there are only a little over 200 charge customers at Simon Cleaners, Madera, California. Ed and Wilma Tashjian take care of this job in a couple of hours. They use a windowed envelope, a stencil printer, and the listing and pricing machine from the marking department.

Each statement is of the snapout type, with an original plus a yellow

and a white copy. It measures 6½ by 3¼ inches, which fits in a window envelope one-quarter inch larger each way.

First step is to stamp the customer's name and address in the lower left corner of the statement. A file of stencils is kept for this purpose. The name and address are parallel to the long edge of the statement. Dots printed on the invoice show the location that will be readable no matter how the statement shifts in the envelope.

The statement is then turned the other way to feed through the listing and pricing machine. Here any previous charges, plus accumulated current charges, are listed and totaled. Then the original is removed, inserted in the envelope and mailed.



Air-Cushioned Garments Hold Finish

A little extra work in the slow summer season puts Ed Tashjian way ahead in the fall when the storage goes out in a rush. At his Simon Cleaners in Madera, California, they cushion the stored garments with air! Garments are tightly sealed in poly bags. Just before sealing the bags are blown full of air. Some seeps out during the sealing process, so the bags are partially inflated when fully sealed.

Over each poly bag a plain paper garment bag is drawn. This serves as

a dust shield, so the poly bag remains fresh for delivery to the customer. The lapping at the shoulder of the paper bag forces the air in the poly bag towards the middle, creating a "bumper" when orders are shoved together on a rack. Hence no garments are crushed together. Mr. Tashjian almost never has to touch up a stored garment before delivery.

In addition, the paper bag provides space for identification of the order in large letters that can be read easily as one walks down the aisle.

WASHEX SPACEMASTER

40 pound Synthetic Drycleaning Unit

NEW



*More Advantages
Dollar for Dollar*

A complete package unit with dual solvent tanks, full size tubular filter, sludge cooker with motor driven agitator, and separate still. Automatic controls, with batch operation when desired.

See Us At Booth 200-203
LACATEC Mid-Western Exhibit
Cleveland, Sept. 29, 30, Oct. 1

**More
EFFICIENT**
Open pocket
for better
cleaning, fast-
est loading and
unloading.

**More
COMPACT**
Complete
cleaning unit
is only 94"
long and 37"
deep.

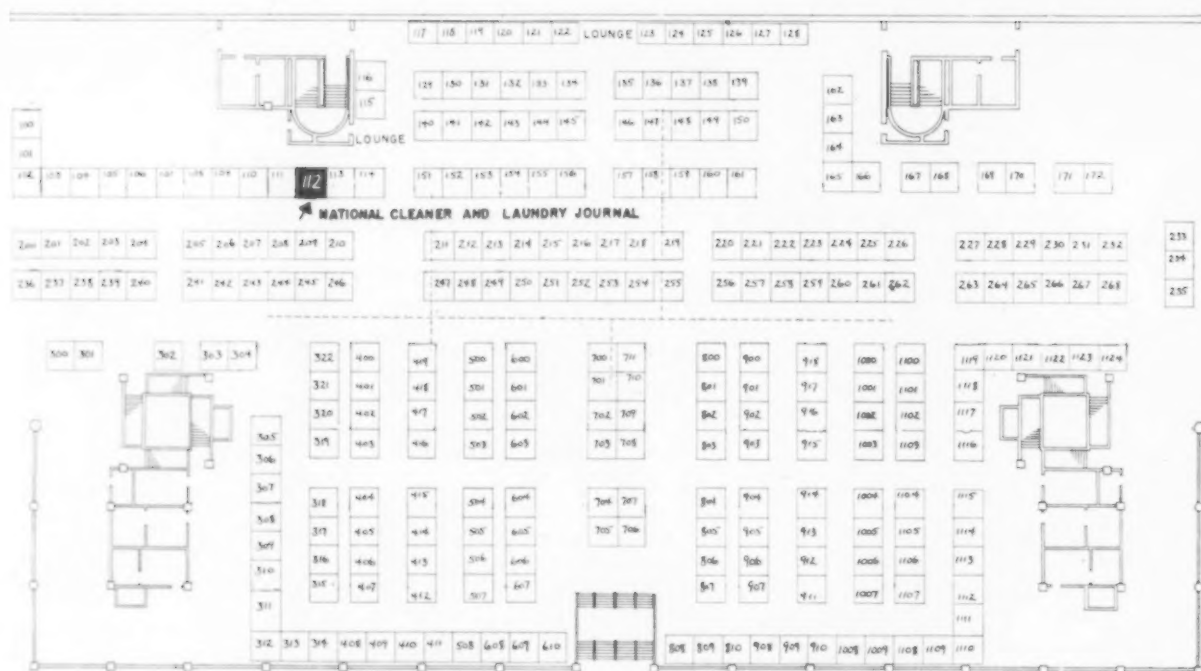
**More
ECONOMICAL**
Simple instal-
ation-all com-
ponents pre-
piped; no founda-
tion re-
quired. Maxi-
mum solvent
mileage. Mini-
mum mainte-
nance.

WRITE FOR BULLETIN SB-162

WASHEX MACHINERY CORPORATION

• 192 BANKER STREET, BROOKLYN 22, N. Y. •

GROW WITH NID — JOIN IN OCTOBER



Cleveland exhibit sold out . . .

TWO MONTHS before opening day it was announced that all space was sold out for the exhibit to be held in Cleveland, Ohio, September 29 through October 1. Sponsored by the Laundry and Cleaners Allied Trades Exhibit Corporation, the scope of this trade show covers the entire textile maintenance field.

Invited are all owners and key employees of laundries, drycleaning plants, coin-ops, institutions, linen suppliers, industrial laundries, rug cleaners, fur cleaners, diaper laundries, manufacturers and distributors.

Admission to the exhibit hall is by badge only, free to qualified visitors as described above. There will be no business program, speeches or convention sessions.

Exhibits are open from 12 noon to 5:30 p.m., Friday, September 29; and from 9:30 a.m. to 5:30 p.m. on both Saturday, September 30, and Sunday, October 1. (In addition, it will be open to manufacturers and distributors only from 8:30 a.m. to 12 noon on Friday.)

EXHIBITORS

EXHIBITOR	BOOTH NO.
A.L.E.S., Inc., 24531 Detroit Ave., Westlake, Ohio	1124
Abso-Clean Chemical Co., 17325 Lamont Ave., Detroit 12, Mich.	132
Air Cooling Engineering Co., 3812 N. Lawrence St., Philadelphia 40, Pa.	1111
Ajax Presses, 619 S. Fifth West, Salt Lake City, Utah	800, 801 900, 901
American Cleaners Equipment Sales, 5050 Section Ave., Cincinnati 12, Ohio	216-219
American Laundry Machinery Industries, Ross & Section Aves., Cincinnati 12, Ohio	211, 212 247, 248
American Trade Magazines, Inc., 21 W. Huron St., Chicago 10, Ill.	103
Anderson Collar Support Co., 1443 E. 120th St., Cleveland 6, Ohio	102

EXHIBITOR

BOOTH NO.

Arrow Mfg. Co., Inc., 2924 Terrace St., Kansas City 41, Mo.	142
Atlas Chemical Industries, Inc., Wilmington 99, Del.	123
BMS Laundry Machinery Co., 10516 Marison Ave., Cleveland 8, Ohio	214, 215
M. M. Baddeley, Inc., 6340 Penn Ave., Pittsburgh 6, Pa.	160
Belenky, Inc., 60 S. Hight St., Akron 8, Ohio	204
Benson Laundry Machinery Co., Inc., 795 N. Washington Rd., Canonsburgh, Pa.	412-415
Bishop Freeman Co., 1600 Foster St., Evanston, Ill.	303, 304
Bock Laundry Machine Co., 3600 Summit St., Toledo 11, Ohio	402, 403
F. H. Bonn Co., 111 N. Hickory Ave., Arlington Heights, Ill.	259
G. A. Braun, Inc., 461 E. Brighton Ave., Syracuse, N. Y.	104
B-Vac Corp., 324 Connecticut Ave., P. O. Box 887, Norwalk, Conn.	308
Certified Chemical & Equipment Co., 5366 St. Clair Ave., Cleveland 3, Ohio	224
Challenge-Cook Bros., Inc., 14500 E. Firestone Blvd., La Mirada, Calif.	300, 301
Chandler Machine Co., West St., Ayer, Mass.	232
Chicago Dryer Co., 2210 N. Pulaski Rd., Chicago 39, Ill.	704-707
W. M. Cissell Mfg. Co., Inc., 831 S. First, Louisville, Ky.	220, 221 256, 257
Clear-View Packaging Co., 8218 S. Stony Island Ave., Chicago 17, Ill.	310
Cleveland Cleaners & Tailors Supply Co., 12614 Superior Ave., Cleveland 12, Ohio	911, 912
Columbia Boiler Co. of Pottstown, Pottstown, Pa.	915
Con-Tex, Inc., 1336 Edna St., S. E., Grand Rapids, Mich.	910
Davies-Young Soap Co., 705 Albany St., Dayton 1, Ohio	149, 150
Detrex Chemical Industries, Inc., P. O. Box 501, Detroit 32, Mich.	144, 145
Do-16 Corp., 123 Frost St., Westbury, N. Y.	1008, 1009
Dow Chemical Co., Abbott Road Bldg., Midland, Mich.	1120
E. I. du Pont de Nemours & Co., Inc., 1007 Market St., Wilmington 98, Del.	125-128
Eaton Chemical & Dyestuff Co., 1490 Franklin St., Detroit 7, Mich.	602, 603
Edmar Chemical Co., 3939 Valley Rd., Cleveland 9, Ohio	118
Emery Industries, Inc., 4200 Carew Tower, Cincinnati 2, Ohio	135
Fablok Mills, Inc., 46 Cordier St., Irvington, N. J.	120
Forse Corp., 1500 W. Second St., Anderson, Ind.	151-154

EXHIBITOR	BOOTH NO.
Foster-Stephens, Inc., 310 S. Christiana Ave., Chicago, Ill.	140, 141
Fry Bros. Co., 3600 Cardiff Ave., Cincinnati 9, Ohio	167, 168
Fulton Boiler Works, Inc., P. O. Box 122, Pulaski, N. Y.	133, 134
Garment Finishing Equipment Corp., 18 Brattle St., Cambridge 38, Mass.	241, 242
Gibraltar Fabrics, Inc., 254 36th St., Brooklyn, N. Y.	1108
Bill Glover, Inc., 5204 Truman Rd., Kansas City 27, Mo.	319-322
H. Greenwald Co., 1340 Metropolitan Ave., Brooklyn 37, N. Y.	229
Walter Haertel Co., 2840 Fourth Ave., S., Minneapolis 8, Minn.	400, 401
Hall Mfg. Co., Inc., Brookline, N. H.	136
Hays Mfg. Co., 801 W. 12th St., Erie, Pa.	1122, 1123
Henrici Laundry Machinery Co., Henrici St., Boston 26, Mass.	231
Hild Floor Machine Co., Inc., 1217 W. Washington Blvd., Chicago 7, Ill.	240
Hoffman International Corp., 107 Fourth Ave., New York 3, N. Y.	1000-1003
Hoyt Mfg. Corp., Forge Rd., Westport, Mass.	106, 107
Huebsch Originators, 3726 N. Booth St., Milwaukee 1, Wis.	315-318
Hydraxter Co., 7415 N. St. Louis Ave., Skokie, Ill.	916-918
Identification, Inc., 512 S. Peoria, Chicago 7, Ill.	913, 914
Johns-Manville, 22 E. 40th St., New York 16, N. Y.	502, 503
Keever Starch Co., 538 E. Town St., Columbus 15, Ohio	233
Key-Tag Checking System Co., 6509 Hough Ave., Cleveland 3, Ohio	122
Kordite Co., Main St., Macedon, N. Y.	314
Kwik-Kover Sales Co., 410 N. Kedzie Ave., Chicago 12, Ill.	110
W. T. Lane, Inc., Poughkeepsie, N. Y.	155
P. M. Lattner Mfg. Co., 1411 Ninth St., S. W., Cedar Rapids, Iowa	115, 116
Laundry Journal, 466 Lexington Ave., New York 17, N.Y.	112
Liberty Marking Tag Co., Inc., Terminal Dr., Plainview, N. Y.	260
Lucas Products Corp., 3839 Seiss Ave., Toledo, Ohio	143
MacCarl Co., Inc., 4342 Pearl Rd., Cleveland 9, Ohio	117
Manitowac Engineering Corp., Manitowac, Wis.	265-268
Marlyn Chemical Co., Inc., P. O. Box 166, Lakeview, Ohio	148
Mathco Chemical Co., 3855 E. 78th St., Cleveland 5, Ohio	172
Meese, Inc., 108 St. Michaels, Madison, Ind.	258
Mehl Mfg. Co., 2057 Reading Rd., Cincinnati 2, Ohio	249, 250
Mil National Corp., 1101 E. Tremont Ave., New York 60, N. Y.	162-164
Model Packaging Corp., 788 Evans Ave., Akron 5, Ohio	111
National Cleaner, 466 Lexington Ave., New York 17, N. Y.	112
National Laundry Equipment Co., 5920 Centre Ave., Pittsburgh 6, Pa.	1113, 1114
National Marking Machine Co., 4026 Cherry St., Cincinnati 23, Ohio	100, 101
Newhouse Specialty Co., Inc., 3827 San Fernando Rd., Glendale 4, Calif.	113, 114
New York Pressing Machinery Corp., 880 Broadway, New York, N. Y.	244-246
Norge Sales Corp., Merchandise Mart, Chicago 54, Ill.	227, 228 263, 264
P & H Industries, Inc., 2746 Seelco, Dallas 35, Tex.	802, 803 902, 903
Pak-All Corp., 3985 Race Rd., Cincinnati 11, Ohio	119
Pantex Mfg. Corp., P. O. Box 660, Pawtucket, R. I.	225, 226 261, 262
R. J. Paulin Co., 2536 Sinclair Ave., Cleveland 14, Ohio	700, 701 710, 711
Pellerin Milnor Corp., P. O. Box 19264, New Orleans 19, La.	404-407
Per Corp., 25 Columbia St., West Orange, N. J.	1117-1118
Pinnacle Products Corp., 188 Tarrytown Rd., Elmsford, N. Y.	416-419
Pittsburgh Tag Co., 1112 Galveston Ave., Pittsburgh 33, Pa.	302
Parco Distributing Co., 1501 31st St., N. E., Canton, Ohio	1100-1103
Pre-Marked Strip Tag Co., P. O. Box 2430, San Diego, Calif.	156

EXHIBITOR	BOOTH NO.
Procter & Gamble Distributing Co., P. O. Box 599, Cincinnati 1, Ohio	208
Quality Products Co., 4248 N. Elston Ave., Chicago 18, Ill.	306, 307
R & W Specialty Mfg. Corp., 504 Metropolitan Ave., Brooklyn 11, N. Y.	171
Railtex Corp., 634 Dean St., Brooklyn 38, N. Y.	508 608-610
Rassenfoss Bag Co., Inc., P. O. Box 44, Glenview, Ill.	131
Registered Shirt Laundry Association, Inc., 4 W. 56th St., New York 19, N. Y.	137-139
Reliable Laundry Supplies, 7131 W. 60th St., Chicago 38, Ill.	147
Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.	243
Resillo Press Pad Co., 6950 N. Central Park Ave., Chicago 45, Ill.	808, 809
Rosenthal Mfg. Co., 5033 N. Kedzie Ave., Chicago 25, Ill.	222, 223
Saratoga Conveyor Co., P. O. Box 20675, Atlanta 20, Ga.	904-907
Fred H. Schaub Engineering Co., 5300 Belmont Rd., Downers Grove, Ill.	109
Morey Seldin Machinery Corp., 5999 E. 56th St., Indianapolis 44, Ind.	121
Shields Engineering & Mfg. Co., 277 E. 156th St., Cleveland 10, Ohio	252
Signal Chemical Mfg. Co., Inc., 5020 Richmond Rd., Bedford, Ohio	311-313
Small Equipment Sales, 5010 Section Ave., Cincinnati 12, Ohio	504-507
Southern Mills, Inc., 585 Wells St., S. W., Atlanta 3, Ga.	251
Speed Queen, Div. of McGraw-Edison Co., Ripon, Wis.	804-807
J. P. Spencer Corp., 173 Summerfield St., Scarsdale, N. Y.	236-239
Stamford Chemical Industries, Inc., Jefferson & Meadow Sts., Stamford, Conn.	234
Standard Change-Makers, Inc., 422 E. New York St., Indianapolis, Ind.	169, 170
Steele Canvas Basket Co., Inc., 199 Concord Turnpike, Cambridge, Mass.	1109
Stovall & Associates, Inc., 520 E. Market St., Indianapolis 4, Ind.	146
Stry-Lenkoff Co., 815 E. Market, Louisville 6, Ky.	309
Tenax, Inc., Clesco Div., 850 Third Ave., New York 22, N. Y.	702, 703 708, 709
Textile Marking Machine Co., Inc., 2204 Erie Blvd. E., Syracuse 1, N. Y.	165, 166
Thompson & Sons, Inc., 8130 W. 47th St., Lyons, Ill.	1121
Time Savers, Inc., 83 Walnut St., Montclair, N. J.	157-159
Tingue, Brown & Co., 1765 Carter Ave., New York 57, N. Y.	235
Troy Laundry Machinery Div., American Machine & Metals, Inc., East Moline, Ill.	604-607
Unimac Co., 802 Miami Circle, N. E., Atlanta 5, Ga.	205-207
Unipress Co., Inc., 2800 Lyndale Ave., S., Minneapolis 8, Minn.	500, 501 600, 601
United Brass Works, Inc., Randleman, N. C.	253-255
United Business Publications, 10 E. 40th St., New York 16, N. Y.	124
Vic Mfg. Co., 1313 Hawthorne Ave., Minneapolis, Minn.	408-411
Warco Laboratories, Inc., 13609 S. Normandie Ave., Gardena, Calif.	129, 130
Wascator & Wacomat of America, 103 E. 125th St., New York, N. Y.	908, 909
Washex Machinery Corp., 192 Banker St., Brooklyn 22, N. Y.	200-203
Webster Industries, Inc., 45 Congress St., Salem, Mass.	230
Western Laundry Machinery Co., 420 E. 10th St., North Kansas City 16, Mo.	810
Whirlpool Corp., St. Joseph, Mich.	1004-1007
White Machine Co., Inc., 50 Boright Ave., Kenilworth, N. J.	1104-1107
Wichita Precision Tool Co., Inc., 450 N. Seneca, Wichita 3, Kans.	209, 210
A. L. Wilson Chemical Co., 1050 Harrison Ave., Kearny, N. J.	1116
Zimmerman Products, 2519 Burnet Ave., Cincinnati 19, Ohio	161
Zuckerberg Co., 87 Franklin St., New York 13, N. Y.	213

Du Pont answers your questions on VALCLENÉ*

...the new high-speed drycleaning fluid

On March 23, Du Pont announced the development of VALCLENÉ drycleaning fluid. The great interest shown by drycleaners in VALCLENÉ has generated many questions and some unfounded rumors. Du Pont hopes that these straightforward answers will help you to separate fact from rumor and make it possible for you to evaluate accurately the significance of VALCLENÉ for coin-op and professional use.

What is VALCLENÉ?

VALCLENÉ is a new and complete drycleaning composition. It is based on a fluorocarbon solvent and an exclusive patented combination of chemicals that together make possible high-speed drycleaning—dry-to-dry cycle in 15 to 20 minutes. This is why VALCLENÉ has been described as ideal for coin-op drycleaning.

How can the drycleaning cycle be reduced without reducing cleaning effectiveness?

It is the rapid drying rate of the VALCLENÉ process that permits drastic reduction in time required for drying. The washing cycle is carried out the same as with conventional drycleaning fluids.

Does VALCLENÉ dryclean as well as PERCHLORETHYLENE?

Yes. Du Pont tests show that VALCLENÉ drycleaning quality is fully comparable to that obtained with Du Pont's "Perclene" perchlorethylene. In addition, VALCLENÉ provides several unique advantages that benefit both the coin-op owner and the customer.

What unique benefits does the customer get with VALCLENÉ?

In addition to the timesaving convenience of high-speed, quality cleaning, VALCLENÉ provides an extra measure of safety. It is fully compatible with all drycleanable fabrics, won't bleed dyes or dissolve plastic ornaments. Because drycleaning is done at room temperature, pleats and creases are retained and deep heat-set wrinkles avoided. Also, fabric hand is improved, and there is virtually no odor with VALCLENÉ.

What unique benefits does the owner get with VALCLENÉ?

You can service 2 to 3 times more customer loads in a VALCLENÉ unit because of the reduced cycle time. The greater productivity of VALCLENÉ units means you can reduce your investment in floor area and install high-capacity drycleaning units in limited space. In addition, the solvent base of VALCLENÉ has the highest safety rating for drycleaning solvents, is nonflammable and has minimum odor level. The owner also benefits from the customer advantages noted above.

Is it true that present coin-op units cannot use VALCLENÉ?

Yes. Extensive modification of present equipment would be required before VALCLENÉ could be used efficiently. A tightly sealed machine with maximum vapor recovery is essential.

Can machines using perchlorethylene be modified to match the speed of VALCLENÉ?

Possibly. However, even a faster perchlorethylene unit cannot offer all the advantages of a VALCLENÉ unit (described above). Du Pont has carefully evaluated many techniques for

* Du Pont's trade mark for high-speed drycleaning fluid.

speeding up the cycle time of perchlorethylene units—including vacuum drying. VALCLENÉ was decided upon because it not only would give the fastest cycle time, but would offer highly desirable properties such as greater compatibility with all types of fabrics, dyes and plastics; greater ease of use; minimum odor; and greater safety.

I hear that VALCLENÉ drycleaning equipment will cost more. How does this affect the profit picture?

VALCLENÉ units will probably cost more initially. However, the much shorter drycleaning cycle means 2 to 3 times greater productivity per unit. The *lower* total investment plus the unique customer advantages of VALCLENÉ add up to greater profit opportunities.

I already own a coin-op drycleaning store. How can I take advantage of the VALCLENÉ development?

It is predicted that many coin-ops will offer both perchlorethylene and VALCLENÉ units. You can plan now to add one or several VALCLENÉ machines in a special section for high-speed drycleaning service. You can use the speed and other benefits of VALCLENÉ to help you attract new customers and give your coin-op business greater appeal.

Will Du Pont manufacture coin-op equipment to use VALCLENÉ?

No. Du Pont does not and will not make equipment. However, Du Pont will continue to make its product know-how available to all interested equipment manufacturers upon request.

When will VALCLENÉ units be available?

It is our understanding that several major equipment manufacturers plan to produce VALCLENÉ units. One manufacturer has already announced plans to deliver VALCLENÉ units before the end of the year.

Will VALCLENÉ units make perchlorethylene coin-ops obsolete?

Certainly not. The safety of perchlorethylene made coin-op drycleaning a practical reality, just as it made possible modern, safe, professional drycleaning in convenient neighborhood locations. Despite perchlorethylene's superior advantages, petroleum solvents are not obsolete even after 25 years. In the same way, VALCLENÉ will not obsolete perchlorethylene for coin-op drycleaning.

Will VALCLENÉ displace perchlorethylene for all drycleaning?

We believe VALCLENÉ will ultimately become the predominant drycleaning fluid for coin-op drycleaning because of the many unique advantages it offers both the owner and customer. While we think the advantages of VALCLENÉ will also be attractive to professional drycleaners, it should be noted that Du Pont's PERCLENÉ perchlorethylene is still a highly effective solvent for their *over-all* needs. Anyone considering VALCLENÉ for professional drycleaning should carefully evaluate all factors since, for one thing, the economics involved are not the same as for coin-ops. As a supplier of both VALCLENÉ and PERCLENÉ, Du Pont will be glad to give you impartial assistance.

How will VALCLENÉ be distributed?

Through Du Pont's nationwide network of experienced drycleaning distributors. Most of these distributors have served professional drycleaners for years with Du Pont "Perclene" perchlorethylene and will continue to do so. All of them have been carefully selected for their ability to provide prompt deliveries and efficient service.

Du Pont introduced both PERCLENÉ perchlorethylene and VALCLENÉ drycleaning fluid to the drycleaning industry and will be glad to use its long experience to help you decide how best to profit from these two quality products.

If you have any questions on VALCLENÉ or PERCLENÉ, please write to: Du Pont, Drycleaning Section, D-3085, Electrochemicals Department, Wilmington 98, Delaware.

VALCLENÉ
high-speed drycleaning fluid



PERCLENÉ®
perchlorethylene drycleaning fluid

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Bottom of partition between counter and marking counter was notched to receive base of bagger. Poly rolls were removed from below and put behind top of machine, to open up aisle. Wastebaskets fastened to bracket that formerly held poly rolls catch trimmings from bagger

by LOU BELLEW



Pickup net on outside is suspended from one spread-bar by an assembly hook through the grommet. When order is in net, hook is also run through other grommet, then net is slung on markers' rail



Rail comes from receiving counter off to right, turns behind marking counter. One girl lists and prices, while other tags. Storage conveyors in background and cleaning unit at camera position provide circular workflow

VOLUME IN A SMALL PLANT

Made possible
by variety of
unique methods
and gadgets

NECESSITIES in some plants prove to be "frills" when space gets tight, as at Simon Cleaners, Madera, California. This is owned by Ed and Wilma Tashjian. Ed, having both ingenuity and mechanical aptitude, just naturally keeps one jump ahead of the volume ever crowding his 2,500 square feet of floor space. Innovations have been necessary to accommodate in this space both Ed and Wilma, 13 employees, a 50-pound two-bath synthetic unit, reclamer, seven air-driven presses, and six automatic will-call conveyors with a total of 1,328 order spaces.

The marking counter is behind and parallel to the call-office counter, both

being adjacent to the cleaning unit. So that markers have a clear view of the front office, where they help out in peak periods, the usual marking bundle-hoppers have been eliminated. All incoming orders are placed in nylon bags and hung on either of two L-shaped rails that turn in behind the marking counter.

These pickup bags are stored on the usual spread-rods behind the receiving counter. However, an assembly hook is always fitted into a grommet on the outside bag, with this hook over one spread-rod. The garments are dropped into the bag, the assembly hook is passed through a second grommet to secure the bag,

TRANSMITTED VIBRATION

ELIMINATED

POWER-RAMIC
FULLY AUTOMATIC

WASHER EXTRACTOR

50W/E *with automatic
supply injection!*

The unique Power-Ramic 50 lb. Washer/Extractor requires minimum operator attention . . . Less than 5 minutes for a complete operation.



VIBRATION ELIMINATED

Spring mounting means no bulky, expensive concrete foundation. Installation can be made on any type floor, including wood, that supports the weight of the machine, giving you Vibration free Operation.

Save TIME, SPACE & COST

- Lighter weight outloads with Semi-dry Extraction
- Eliminates need of expensive foundation and separate extractor
- Frees operator for other duties
- Clean, Dry Washroom

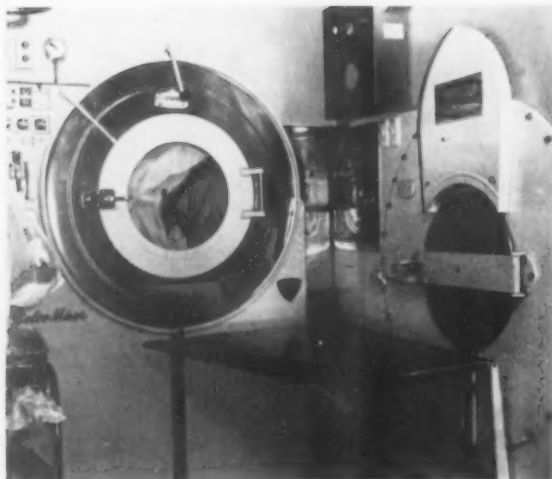


Copywrite 1961, The Prosperity Co.

THE PROSPERITY COMPANY

Division of Ward Industries Corporation

Factory and General Offices, Syracuse, N. Y. — Sales and Service Facilities in all Principal Cities



Hinged shelf aids transfer of load from washer to recovery tumbler. Button cleanout on latter has outer protective cover removed. Control panel lights on both machines are duplicated over spotting board in next room for benefit of cleaner-spotter



Buttons and ornaments removed from garments go in small paper bags with tag numbers marked on bags. These are hung by small spring clamps on hooks lining a special "button board." Colored marking tags above hooks are in proper lot sequence, so bags are hung under tag of proper color for lots

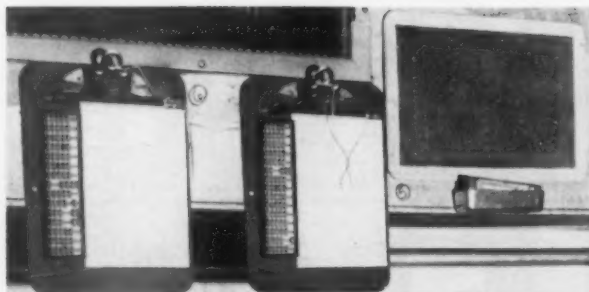
and then the bag is hung by the assembly hook on an L-shaped rail.

In this way the incoming work is easily moved behind the markers, and they are able to mark out the bundles in the order received.

Originally the plant operated on a 50-bundle lot system. Due to the wide variation in numbers of pieces per bundle during the different seasons, this was discontinued. In summer, for instance, the 50-bundle lot would often average only 150 pieces. A similar lot in peak seasons could easily double the number of pieces. Lots took longer to run through, were harder to control and subject to more errors.

Now a 100-piece lot is solving a lot of problems. Every piece receives a premarked tag. The lot is closed when the number reaches 100. Therefore, lots are now processed at nearly uniform rates, reach assembly as a nearly complete unit, and clear the production area in short order. Each half of the split-rail assembly rack holds a complete 100-piece lot. This permits the assembler to start a new lot while stragglers are filling in the earlier lot.

Orders are separated on the split rails by metal fingers affixed to rails above them. These latter can be revolved several degrees by a crank-type handle, lifting the metal fingers



Abacus is screwed to side of each clipboard so rows of beads align with lines on charts. Blackboard is for special instructions to finishers, or recording maintenance needs of equipment. Finishers are held responsible for immediate report of malfunction of machines



Sewing department can be moved as a single compact unit. Thread rack is mounted on angle brackets affixed to underside of machine shelf. Board just behind lamp is slotted to hold scissors, leaves space for yardstick

off the split rails. Thus orders go onto the bagger feed line in one brief action.

Specials run through in 50-piece lots. These hit a separate "special" rail alongside the split-rail assembly of regular lots. Each special lot must be completed and moved to bagging before the next special lot is assembled. All special lots have priority over regular lots.

Mr. Tashjian hires no experienced employees. He prefers teaching his own methods without need of changing old habits. Hourly wages prevail, backed by minimum standards of production on each job.

Production records are maintained

Continued on page 87

BULLETIN:

Independent tests prove Shell Sol 360 can cut tumbling time up to 50 per cent

Recently, an independent laboratory tested and evaluated Shell Sol 360.

At all temperatures studied, Shell Sol 360 evaporated from garments more rapidly than a conventional Stoddard solvent. Deodorizing time was significantly reduced without sacrificing safety.

Read how Shell Sol 360 can cut tumbling time and increase production in your plant.

THE EVAPORATION of solvent from garments is one of the costliest stages of dry cleaning.

Shell Research has met this problem with Shell Sol 360, a solvent that reduces the cost factor significantly. Shell Sol 360 conforms to Stoddard solvent specifications in all respects.

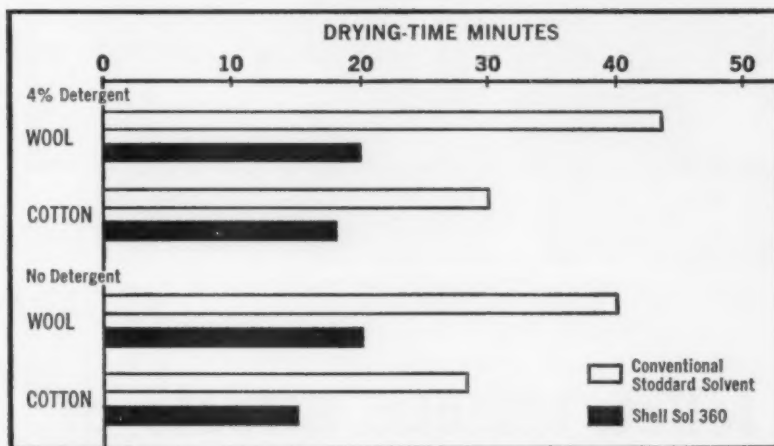
But because it has a narrow distillation range, Shell Sol 360 evaporates much more rapidly than ordinary Stoddard solvents.

This reduction offers major benefits to the dry-cleaning industry. Now, these benefits have been confirmed by an independent laboratory. Here are two significant results reported by the laboratory.

1. Shorter deodorizing time for Shell Sol 360. In a wool-load test to determine drying time by odor, a conventional Stoddard solvent with detergent was judged odorless after 43 minutes.

Shell Sol 360 was judged odorless after only 20 minutes (see chart) —less than half the time required by the conventional solvent.

2. Faster evaporation rate for Shell Sol 360. In a test using wool load with no detergent, odor of Shell Sol 360 could not be detected after 20



Graph shows typical results of tests to determine drying time by odor. Length of bar shows time at which loads were judged odor-free (temp. 140° F.). In every case, Shell Sol 360 has significantly faster drying rate than conventional Stoddard solvent.

minutes of tumbling at 140°F.—even though 2% by weight solvent remained in the fabric. This compared with 30 minutes tumbler time for conventional Stoddard solvent for same (2%) solvent retention. And an additional 10 minutes tumbling was required with the Stoddard solvent to make fabric odor-free.

NOTE: Shorter deodorizing time and faster evaporation mean reduced tumbling time. These independent authoritative tests indicate that Shell Sol 360 can cut your tumbling time up to 50 per cent.

Alternatively, you can maintain normal tumbling time and reduce operating temperatures.

Safety margin maintained

The faster tumbling time of Shell Sol 360 was achieved with the same degree of safety as found with conventional Stoddard solvents.

Shell Sol 360 can increase output wherever conventional hydrocarbon dry-cleaning fluids are used. No change

in operating procedures is necessary.

Shell Sol 36

In certain areas, Shell Sol 360 may not be available. For these areas, Shell has developed Shell Sol 36—a premium solvent offering the same basic advantages as Shell Sol 360.

Ask your Shell Industrial Products Representative for complete data on Shell Sol 360 and Shell Sol 36. Or write: Shell Oil Company, 50 West 50th Street, New York 20, N. Y.



A BULLETIN FROM SHELL
—where 1,997 scientists are working to provide better products for industry



Typical of the current 10 coin-op installations in the Joliet, Illinois, area is this 16-machine drive-in. City now has 118 machines serving 90,000 population

Joliet, Illinois: Effects of coin-op on a city

How coin-op drycleaner sees it

RARELY HAVE EVENTS moved so swiftly in the drycleaning industry as since the coin-op manufacturers began to move equipment into the field in serious fashion. Take, for example, the case of Joliet, Illinois, a city of 68,000 population some 35 miles southwest of Chicago. In our July 1961 issue we reported on the experiences of Harold Brown of National Laundry & Cleaners, Joliet, who operates three coin-op installations.

At the time, although the volume performance varied in each of his three installations, Mr. Brown was satisfied enough with their operation that he was planning to add two more in other parts of town. This although there were two other installations in competition and more were coming in.

Interviewed again early last month, Mr. Brown's comments made it clearly evident that his attitude toward coin-ops has changed more than slightly. To begin with, he's decided definitely to cancel plans for opening the two additional installations. If he had to do it all over again, he said, he would limit himself to only one coin-op—the original and still most productive.

Mr. Brown's reasons for this apparent change of heart are several. First of all, there are currently 10 coin-ops in the four-to-five-mile radius of Joliet's trading area, encompassing a 90,000-100,000 population. Of the 10 installations, National's three are the only ones operated by a professional drycleaner. The others are owned by private investors. Total number of individual coin-op drycleaning machines represented by these 10 installations is 118 units.

Based on National's more recent experiences, Mr. Brown feels that right now the Joliet area can't support more than two installations on a profitable basis. With coin-op volume sharply down since late spring—at least that's his experience—he's sure an area that has more than one coin-op machine for every 1,000 population and approximately one machine for every 155 household units has reached the point of saturation. And there may be more coming in.

The way Mr. Brown sees it, consumer interest in coin-op drycleaning practically vanishes in the summertime. He installed the first of his units late last winter, and his experience on all his installations through the spring has shown an average of 6¾ to 7

loads per individual machine per day. Since the beginning of July this average has dropped to 2¾ loads per machine per day, an over-all decrease of some 66 percent in his total coin-op volume. This in no way compares to the normal seasonal drop experienced in regular drycleaning for that area.

Precisely why his coin-op has nosedived so much during the summer, Mr. Brown isn't quite sure. It may be the opening of several more coin-ops in the area from late spring on. It may be that the novelty of coin-op drycleaning has worn off for the consumer. Maybe they're becoming tired of finishing many of their garments at home, Mr. Brown said.

Conversely, the coin-op laundry machines located in two of his three installations have picked up in volume at the same time that the drycleaning units have gone downhill. This is probably due in large part to the increase in washable apparel worn in hot weather. It's ironic, said Mr. Brown, that on Sundays the drycleaning machines stand practically idle while the laundry machines hold up well. This is most likely because there are few emergency items needed for the next day on the cleaning side, while there may be more of an urgency for freshly laundered shirts, underwear and the like for Monday morning use.

Whatever the impact of coin-op drycleaning may be on the public, there seems to be a variance of opinion on its impact on other drycleaners in Joliet, none of whom besides National has coin-op installations.

How non-coin cleaners see it

One cleaner we talked to reported that coin-op competition has affected his volume somewhat (he declined to reveal how much), but that this summer is no worse than last. Some of his original customers have gone to coin-ops with second-grade items but he hasn't suffered much on first-line garments. This cleaner has three branches and only one, which is four blocks from a coin-op installation, has really been affected.

He maintains that most drycleaners have defaulted on their obligations to the public by not having promoted a clean-only service to get more secondary items out of the home more frequently. The drycleaners themselves are the main cause of coin-op drycleaning, he said.

Continued on page 82

Available Again! PERMETTE II

Coin-Op Drycleaning
...MOVING FASTER
THAN EVER
TO MEET YOUR DEMAND!



Permette II's overwhelming reception by the coin-op trade literally swamped Permac with orders!

The reason:

Permette II is the *only* coin-op drycleaning machine that
**DRY CLEANS ON A FAST
20-MINUTE CYCLE NOW!**

What's more, Permette II is *built to the most rigid professional standards*... needs just 30 square feet of space. It installs easily (no rebuilding or expansion needed!). In every way, low-cost, minimum maintenance Permette II gives coin-op dealers the greatest return on investment!

Thanks to our accelerated production and delivery schedule, we're now geared to meet the ever-growing demand. Start profiting with Permette II—the *one* machine built to operate on a 20-minute cycle NOW!



"For complete facts about the money-making Permette II, send coupon today!"



DEALER INQUIRIES
ALSO INVITED

NC 9-61

AMERICAN PERMAC
1569 Merrick Road, Merrick, L. I., N. Y.

Gentlemen:

Please rush me complete information on coin-op PERMETTE II and when delivery could be expected.

STORE NAME _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

AMERICAN PERMAC INC.
1569 MERRICK ROAD
MERRICK, L. I., NEW YORK

VIKING

**SOLVENT PUMPS
PROVED DEPENDABLE
BY DRY CLEANERS!**



Over the years, performance with hard usage has proved that dry cleaners can depend upon Viking Model 97 pumps to move solvents efficiently. They always deliver a smooth, even flow. They're Underwriters approved. Better install Vikings in your plant!

NOTE THESE FEATURES:

- Hold a high vacuum
- Fast self priming
- Do not heat solvent
- Do not block up with lint
- Quiet operation
- No lubrication of pump required

For complete information, write for bulletin DQ



VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. • In Canada, It's "ROTO-KING" Pumps
Offices and Distributors in Principal Cities.
See Your Classified Telephone Directory.



Since the advent of coin-op drycleaning in Joliet, beginning last February and snowballing late this spring, regular drycleaning prices — aside from some specials — have not been affected. What has been done, however, is the promotion of a fairly concerted effort to push clean-only service. It was begun by one cleaner soon after Harold Brown opened his first coin-op installation. In addition to a flyer he made up to insert in bundles and make available at the counter, he advertised this for three weeks running in the local newspaper. While he advertised he received about 100-120 orders a week on clean-only, but since cutting out the ads he's tapered off to around 60 orders weekly.

Soon after he began his clean-only promotion, several other cleaners in the local association emulated his lead and, with his permission, utilized the same ad flyers. One cleaner who has been using the flyer the past few weeks as bundle inserts reported that he more than got his money back on them. He has his counter personnel and drivers talk up clean-only service for secondary items, and the results have been very encouraging. He also uses occasional radio spots to promote this service.

How AIL cleaning manager sees it

By and large, most cleaners in Joliet feel they are losing very few first-quality garments to coin-ops, thus suffering only mildly from the effects of coin-op competition. This testimony doesn't quite jibe, however, with the survey evidence unearthed by the American Institute of Laundering, headquartered in Joliet.

According to Ralph Yonke, manager of AIL's drycleaning department (which, incidentally, has improved relations with the local Joliet cleaners since dropping consumer promotion on drycleaning last December), he had also thought that second-best items were the principal articles coming into coin-ops. Not so, however, according to local studies he's made. He has found that approximately 60 percent of the volume carried in first-time coin-op users has been in good-quality items, with the trend now reaching as high as 80 percent of the volume on good items.

He also feels that the local cleaners have been more hurt by coin-op than they're willing to admit. Mr. Yonke estimates that the average weekly income of all cleaners in Joliet before

the advent of coin-op was \$31,000-\$32,000. Figuring on the basis of 100 coin-op machines now operating within Joliet, each running 4 hours a day at 7 pounds per load, he figures that some 2,800 pounds of drycleaning a day are being siphoned off into coin-ops. Over a period of six days, this is 13,000-14,000 pounds per week. At 60 cents a pound this means that \$7,000-\$8,000 dollars of drycleaning a week is finding its way into coin-ops.

It should be realized, however, that coin-ops have no doubt increased the frequency of drycleaning of most garments and household textiles.

A further clue to the inroads being made by coin-ops are AIL's comparative figures on its own drycleaning sales. In the 17-week period from April 1 to July 29, sales volume is off 19.7 percent from the same period a year ago. There are several reasons for this, according to Mr. Yonke. Coin-op is probably a factor, although the majority of coin-op installations now existing in Joliet have been put in since May. In addition, AIL ceased advertising its drycleaning service last December in deference to the local cleaners' objections and conceivably lost business because of this. What's more, retail sales and employment in the Joliet area are under last year's levels.

However, AIL's drycleaning experience for the month of July can be used more accurately for comparison purposes. With more coin-ops in operation that month, AIL's drycleaning sales were 11.6 percent under July a year ago. Mr. Yonke feels that other cleaners have had the same experience, even though they are reluctant to admit it. On top of everything else, box storage came in three to four weeks later than usual because of weather conditions, but an over-all increase has been noticed.

While it is difficult to determine to what degree the coin-ops have been successful in luring previously non-drycleaned items out of the home, Mr. Yonke feels this may be educating the public to more frequent drycleaning.

At the moment in Joliet, the law permits unlimited use of coin-op drycleaning seven days a week without attendance, although local restrictive ordinances are expected. There is very little coin-op advertising in local newspapers, mostly pass-outs and neighborhood promotion.

Mr. Yonke summed up his views by saying that the number of coin-op units in Joliet is now well beyond the saturation point for the population it has. He also feels that, if not right now, almost any installation in town would soon be available for purchase at a good price. □□

"EAGLE-PICHER" FILTER POWDER...

1. filters your solvent better
2. at lower pressure
3. for longer runs

You cut costs, using Eagle-Picher Filter Powder. Being "cleaner" in the first place, this filter material is able to hold more dirt, while letting the solvent thru at lower pressures. You use less filter powder, because Eagle-Picher does a better job.

You can depend on its uniformity, thanks to Eagle-Picher's tremendous new Nevada diatomite fields, and because of its "on grade" processing techniques. It will do exactly the job you want done.

Ask your supplier for Eagle-Picher Filter Powder. If unavailable in your area, contact us. You'll be money ahead with Eagle-Picher.

Since 1843



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The Eagle-Picher Company

General Offices: Cincinnati 1, Ohio

The Eagle-Picher Company
Filter Powder Dept. TNC-961
Cincinnati 1, Ohio

Gentlemen: Send me additional information on the use of Eagle-Picher Filter Powders.

NAME _____

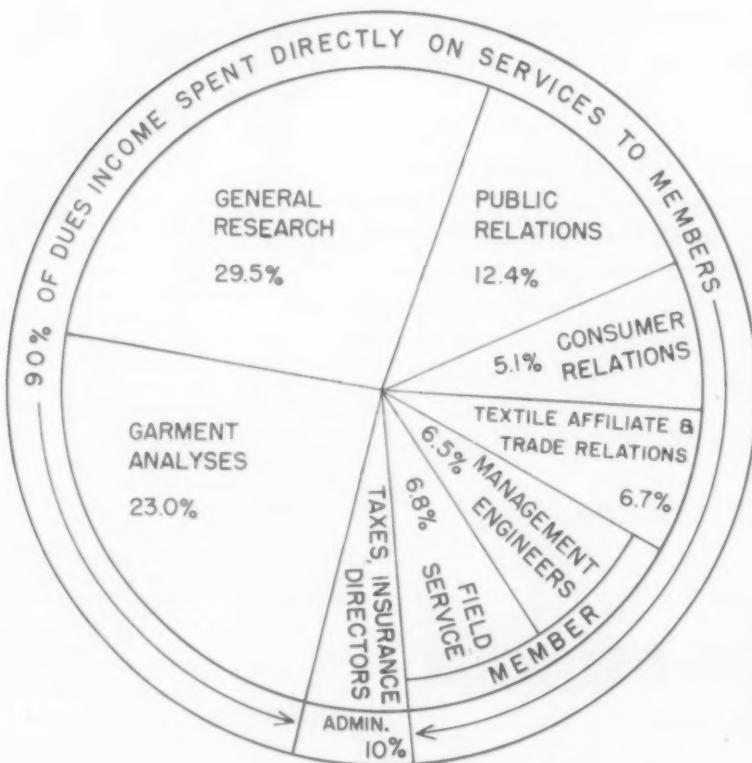
STREET ADDRESS _____

CITY _____

ZONE _____ STATE _____



Watchdogs of the analysis department, the Textile Analysis Advisory Committee: Dr. Harley Jennings, North Carolina State College; Dorothy C. Matthai, Better Business Bureau, Baltimore (just retired); Charles W. Dorn, J. C. Penney Research Lab.; Prof. Mary C. Whitlock, University of Rhode Island. These outside experts "audit" the findings of the NID analysis department, which helps maintain NID's outstanding reputation for scrupulous fairness. A reputation that can rub off on the industry. Without NID—what?



Pie chart showing the very effective use of the NID members' dues. Proposal is to increase the PR piece of pie in ratio to the rest, but not to reduce the actual activity in any other department. Actually all departments can be expected to grow substantially just through increased activity caused by a larger number of members

The day NID closed

Continued from page 36

can get this same point across to their own customers. For example, through NID, drycleaners can distribute their own fabric literature based on NID research. This sets these cleaners apart as having expert knowledge of all types of fabrics and cleaning processes.

Without NID, you would have no national voice.

Remember the plastic-bag scare? Children were suffocated by plastic bags like those used by drycleaners. Some cleaners sought to dodge responsibility, ignore their obligation to warn parents and demonstrate a concern for the lives of their children.

NID's professional public relations people warned against this approach. The Institute worked with such groups as the National Safety Council, American Federation of Women's Clubs, Society of the Plastics Industry, U. S. Public Health Service, American Academy of Pediatrics and others in a huge public education program.

NID urged drycleaners to openly acknowledge their share of the responsibility and willingly give warnings. Many thousands did so, and earned for the entire industry the thanks of millions of grateful parents.

Again, this is the kind of work that only a national organization—only NID—could do.

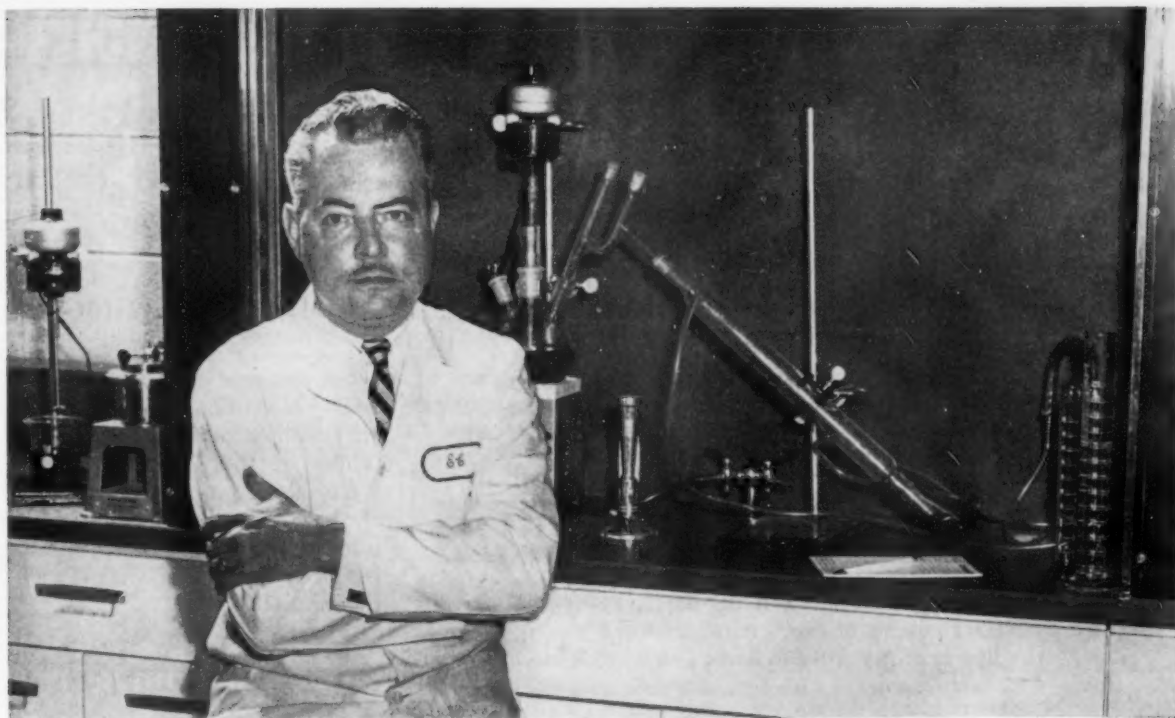
NID NEEDS YOU!

Of course, NID is not closing its doors.

But its effectiveness is reduced by every drycleaner who does not join in its work. NID's president has said "If we can increase our membership to 50 percent of the total plants in the U. S., and everyone pays his fair share of dues, NID can spend one million dollars a year to promote our industry and raise the image of drycleaning in the consumer's mind."

When enemy bombs fell on Pearl Harbor our nation mobilized to defend itself. Today our great industry is threatened by new developments. It is time now for us to pull together, to put forth a vast new dynamic, volume-building program of public relations—such as NID is now launching—to build a greater-than-ever demand for professional drycleaning service.

Grow with NID—Join now! ☐ ☐



let's take the mystery out of "Soaps"

There have been no earth-shaking discoveries, no scientific breakthroughs, no "cure-all" soaps that eliminate the necessity of good cleaning practices. You've seen claims and counter claims of increased volume, elimination of spotting, more water, no water, double-strength, triple-strength, no distillation with recommendations for periodic distillation in small print. No matter which soap is being used, it can't do all things at the same time. Ten years ago, we at Signal Chemical Mfg. Co. decided that if we had nothing truly new or a technological improvement for the betterment of the industry, there was no room...or reason for another "me too" clean-

ing detergent. Now, Signal is "throwing its hat in the ring" and announcing two detergents...*Perclite* for Synthetic Systems and *Signalite* for Petroleum Systems. Signal is making no wild conflicting claims for these products...proof of their value, both in economy and superior cleaning can only be proven in your plant. They have been thoroughly laboratory and field tested in over 200 plants and will do everything a "soap" is supposed to do. Results have proven that *Perclite* and *Signalite* offer the drycleaner quality, economical and problem-free operation...backed by a full Signal Money Back Guarantee. Take the first step toward cleaning efficiency...write today for full information.



Signal CHEMICAL MFG. CO.

5020 RICHMOND ROAD • BEDFORD, OHIO

"REPAID MANY TIMES OVER" — say members of NID



**The following are excerpts from unsolicited letters received*

by the **NATIONAL INSTITUTE OF DRYCLEANING...**

*"I am proud to be a member of NID and praise it at every opportunity, for what it has done and will do for the buying public as well as the cleaners."—*Al Cruce, Crucedale Cleaners, Aberdeen, N. C.*

*"Just returned from our first NID Convention . . . greatly impressed with the tone and caliber of the program . . . We're already acting on some of the many stimulating ideas learned there."—*Charlotte and Bert Sherman, Dial Cleaners, Bedford, Ohio.*

GROW with NID—join in OCTOBER!

*"My sincere appreciation for the major medical program instituted by NID. In excess of \$9500 reimbursement was received due to the illness of my wife."—*Leon Teichner, Almore Dye House, Chicago, Illinois.*

**GROW with NID
join in OCTOBER!**

*"Thank you for many kind favors during the past year. Your service is invaluable to the small drycleaner."—*Mrs. M. Everette Desmond, Devonshire Valet, Washington, D. C.*

**GROW with NID
join in OCTOBER!**

*"I really feel a cleaner gets his money's worth many times over from your services."—*R. J. Rutledge, Jack's Dry Cleaning, Bradenton, Fla.*

*"If all my dollars were as well spent as this, I would be a very happy person. Thanks for wonderful, helpful service."—*Lige H. Kasmiroski, Jr., Corral Cleaners, Houston, Texas.*

*"I would never give up my membership in NID."—*Harry Feldman, Feldman Cleaners, Lyndhurst, N. J.*

GROW with NID—join in OCTOBER!

*"I had just finished reading the paragraph you wrote on chintz when a customer called and said we had ruined her spread by removing the glaze. I read her the pamphlet and sent her your article and she was satisfied."—*Linda Warren, Old Colony, Washington, D. C.*

*"We appeared in Small Claims Court and, of course, presented your analysis as part of our case. We won the case, and the judge did not award anything to the claimant, though he was asking for \$120 judgment against us. I certainly do appreciate the completeness of your analysis and the extra effort you put forth in corresponding with me concerning the case."—*An Orlando, Fla., member.*

*"An insurance inspector inspecting my plant said to me, 'I see you belong to the National Institute of Drycleaning. We find those interested enough to belong to such an Institute are reliable and dependable men, and we are inclined to rate them high as good insurance risks.' The benefits I receive are manifold . . . I'm repaid many times over."—*Eric R. Pugh, Tonasket Cleaners, Tonasket, Washington.*

GROW with NID—Join in OCTOBER!

for catalog of **PROFIT BUILDING SERVICES**, *write to:*
NATIONAL INSTITUTE OF DRYCLEANING, SILVER SPRING, MD.

Volume in small plant

Continued from page 78

by means of clipboards, each equipped with an abacus (Chinese adding machine). When a garment tally sheet is clipped to the board one of the 15 rows of beads on the abacus is opposite a line on the chart.

A bead on the proper line is moved to the right for each garment finished. When all five beads are moved, a check mark is made on the form opposite. Hence a check mark on the form stands for five items. This applies to pants, jackets, and all other items done in great quantity. On items handled in lesser volume the beads and check marks each represent one item.

Abacus beads are pushed back to the left to start further count. Since these beads normally move quite easily, a sheet of foam rubber was put behind each abacus. Barely in contact with the beads, this prevents them from being accidentally jostled out of position.

Ventilation of the finishing room is positive. The finishing units are along the two walls of the room. Exhausting air ducts directly above them draw off the excess heat of the presses. Other ducts from a pressure system extend over the operators to provide cool air. Large louvered openings provide a mass of slow-moving air, rather than a chill blast of smaller diameter. Dampers are regulated at each louver by chains and pulleys.

He's got the buttons

Loss of buttons, especially those hard to replace, has been attacked on two fronts. Ed decided most came off in the reclaiming tumbler. It used to take two men 30 to 40 minutes to remove the outer clamp ring, pry off the stainless-steel door section, then hold it in shape for replacement.

So he cut an opening in the lower edge of the door section. This is covered with a metal plate held by two wing nuts. It only takes five minutes now to check the tumbler for buttons. A small cover of stainless steel snaps in place over the cover to keep garments from snagging on the wing-nuts.

In addition Mr. Tashjian has almost \$300 worth of special dies and equipment that enable him to duplicate nearly any cloth button on the market. So far he says it has been worth the investment in customer satisfaction and in his own peace of mind.

That, in a nutshell, has been the basis for the Tashjian' success, seeking peace of mind by first doing all possible to establish customer satisfaction. □□

Sells Leathers to Beat the Doldrums

"Suede sales stump the summer slump," crowed Dick Kelley, exuberant suede and leather refinisher in Oklahoma City, Oklahoma. He added a line of high-grade suede and leather jackets for sale at retail. Custom-tailored at moderate prices for the quality of merchandise offered, these jackets found a small but steady market through the summer. Drycleaning customers responded to the invitation to "order now for fall delivery."

Besides providing summer volume stimulation, Mr. Kelley finds the jackets very effective promotion for his already existing leather refinishing



service. And he can look forward to servicing these same jackets in the future.

the longest dry cleaning "mileage" in the world

HERE'S PROOF FROM ACTUAL USERS

"At our last poundage check, we ran off 19,890 lbs. on a consumption of 42 gallons of perc. without a sniffer. With careful operation, we feel we can get close to 24,000 lbs. per drum of perc. The machine is terrific—the best move we ever made. We cannot find words too strong to emphasize and recommend the Spencer machine to anyone."

—UTOPIA CLEANERS, Arlington, Mass.

"My original figures on poundage for the 100 lb. machine in Perth Amboy, are a bit off . . . I consumed 208 gallons of perc. solvent to clean 141,900 pounds, dry weight . . . which averages more than 34,000 lbs. of cleaning per drum of solvent."

—Herbert Henoch, BOND CLEANERS, Perth Amboy, N. J.

"At my last check, we registered 16,250 pounds of cleaning on our 40 lb. Spencer 'Junior', per drum of solvent, without a sniffer! I like the unit not only for its solvent savings, but it also helps us save on fuel and utility bills . . . of course, we insist on quality and we get it with this unit".

—David Kaplan, KAPLAN CLEANERS, Allendale, N. J.

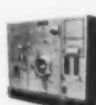
Spencer units offer complete automation — batch or charge, hot or cold with less creasing, easier finishing and safe, thorough cleaning of the most delicate fibers. Choose from four units — 20, 40, 60 and 100 lb. sizes. More than 2,000 cleaners in 30 countries call Spencer the "Rolls-Royce" of the industry. Assure yourself of long term, trouble-free performance. Full parts and service guarantee. See your authorized distributor.



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SPENCER MAJOR



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SPENCER MINOR

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J. P. Spencer Corp.
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J. B. Mitchell Co.
4916-4928 W. Jefferson Blvd.
Los Angeles, Calif.

New England Representative

Frank J. DiTucci
34 Skilton Lane
Burlington, Mass.

Industrial Distributor

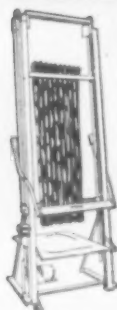
Cummings-Landau Laundry Mach. Co., Inc.
305 Ten Eyck St.
Brooklyn, N. Y.



REPRESENTED IN THE U.S.A. BY... J. P. SPENCER CORP. SCARSDALE, N. Y.
IN CANADA BY... SIMMONDS PRODUCTS, LTD. HAMILTON, ONTARIO

INTRODUCING PLEAT-A-DRAPE

WORLD'S FINEST DRAPERY PLEATER
by VANBAR



FAST

One operator—200 pleats per hour! Motor driven! Perfect pleats faster than any other method now used!

EASY TO OPERATE

Pleating and banding is done in one easy machine operation from standing position. Even the 30 pleat lined drapery is no problem for one operator.

EXTRA PROFITS

You receive extra profits from this additional service to your customers. The Pleat-A-Drape pays for itself several times in one drapery cleaning season. Only 3 ft. x 4 ft. of floor space is required for this sturdily built, efficient, fast, economical machine.

Write for complete information
(Jobber's inquiries invited)



NEW

FREE

OFFER!

Ze-Lapel-Keeper



FREE

Send for 8 FREE Lapel-Keepers... let us pay to show your customers how neatly you can deliver a suit you've cleaned or pressed.

Eliminates Curled Lapels

No Sag... No Droop

It's easier to put on the coat!

Ze products

Zimmerman Co. Cincinnati 19, O

SEE YOU IN CLEVELAND

Sept. 29 & 30 • Booth 161 is Ze place

N.I.D. ACTIVITIES

Jolly Belin Club: An honor club for NID membership drive workers has been formed. Called the Jolly Belin Club, it recalls the story of the Frenchman said to have discovered drycleaning by spilling turpentine on a spotted tablecloth. In order to be accepted as a member, you only need to get a new member for NID.



NID Correspondence Courses were completed by 14 students during July. The graduates are: Samuel C. Burnett, Oriental Laundry & Cleaners, Inc., Corpus Christi, Tex.; Gilbert J. Canuel, Ideal Laundry & Cleaners, Fall River, Mass.; James L. Clark, Sausalito Dry Cleaners, Sausalito, Calif.; George Ellis, Simmonds Products of Canada Ltd., Hamilton, Ont., Canada; Bobby Rae Ely, Oriental Laundry & Cleaners, Inc., Corpus Christi, Tex.; Orlando J. Fratto, Delux Cleaners, Inc., Beverly, Mass.; Benito R. Garza, Oriental Laundry & Cleaners, Inc., Corpus Christi, Tex.; R. G. Huggett, Simmonds Products of Canada Ltd., Hamilton, Ont., Canada; Willie Lindsey, Jr., C & W Laundry & Cleaners, Blytheville, Ark.; Thomas J. Pleasant, Navy Exchange, Quonset Point, R. I.; Albert Rubenstein, Crandall-McKenzie-Ruby's Drycleaners, Pittsburgh, Pa.; James L. Walsh, Max I. Walker Cleaners, Omaha, Neb.; Howard Wiggins, Oriental Laundry & Cleaners, Inc., Corpus Christi, Tex.; and Ralph G. Wright, Jr., Elite One-Hour Cleaners, Inc., Freeport, Ill.



New Drycleaning Textbook: "Drycleaning," a manual of cleaning room practice, by E. Roland Phillips, Jr., has been released by NID. The new text will be used in NID's 12-week general courses. The author is supervisor of the Institute's correspondence courses, and for several years an analyst in NID's analysis laboratory. The price of the book is \$4, with a 50 percent discount to members of NID.

Shown in the photo is Dorothy Pumphrey of NID filling orders for the new text.



Battle Flags Drycleaned: The National Institute of Drycleaning has accepted a Yankee and a Reb Civil War flag for restoration before the flags are sealed airtight for permanent display in Nashville, Tenn. Brought to NID by James E. Pike, one of the directors of the Tennessee State Library, the flags have seen battle and are marked with as many as 10 bullet holes.



Management Course Completed: Ten students recently completed the 58th four-week management course at the NID. The graduates are, front row, left to right: Harvey Shain, S. Shain Company, Newton Centre, Mass.; Peter K. McNee, McNee Dry Cleaners, Glen Innes, New South Wales, Australia; Richard F. Neville, European Exchange System, APO, New

York, N. Y.; Robert J. Mach, Laundry Dryer & Equipment Co., St. Louis, Mo.; Paul J. Bazzano, Globe Cleaners, Torrington, Conn. Second row: Don A. Pearce, Pearce's Dry Cleaners, Wetaskiwin, Alberta, Canada; Felipe A. Espil, National Institute of Drycleaning; Joseph W. Venora, Battiston's of West Hartford, Inc., West Hartford, Conn.; William W.

Pulley, Capitol-Varsity Cleaning Co., Oxford, Ohio; and Robert J. Zengeler, A. W. Zengeler Company, Winnetka, Ill.



New NID Bulletins: Bulletin FF-82 discusses burlap and the special precautions necessary in handling it. Business Management—VII is one of a series of NID bulletins on management (M-76). It deals with Account 60—indirect overhead expense. P-49 is titled "Finishing Tips on Knits," and discusses measuring, carding and blocking, with descriptive illustrations.

ASSOCIATION NEWS

Detroit Group Launches Courses: Two courses open to all drycleaners and their employees have been announced by Jack Ellstein, executive secretary of the Detroit Dry Cleaning & Laundry Institute. Given on separate evenings, the eight-week textile course begins September 12, the eight-week practical sales course September 14, and both end the week of October 30.

The textile course will be conducted by Miss Shirley Medsker and Miss Dolores Gagel, the sales course by Don Bradford, director of Personal Achievement Institute.



News From California: The California Drycleaners Association, Inc., has moved its offices to a new location—1153 Lincoln Ave., San Jose 25, Calif. The board of directors believe that this new location will provide better facilities for office layout and more convenient parking.

The CDA has also joined with the National Institute of Drycleaning in authorizing their respective executive committees to enter into an agreement for joint membership in the two organizations.



Florida Scholarship Winners: The first annual "Investment in the Future" AIL and NID scholarship awards sponsored by seven of Florida's leading laundry and cleaning associations have been made.

Junius M. Smith, Jr., Starke Dry Cleaners, Starke, won a \$300 scholar-

ship award for the AIL 1961 fall School of Laundry Management. Lee Trador, Blue Ribbon Cleaners and Laundry, Madeira Beach, won the \$300 award for NID's fall General Management Course.



Aloha: After the annual convention of the Laundry and Cleaners Allied Trades Association at Las Vegas, Nevada, September 29 to October 1, a 10-day trip and a 6-day trip to Hawaii are being offered to delegates at attractively low prices. These package-deal trips include transportation, hotels and meals. The 10-day trip is \$295 and the 6-day trip, which includes luxury accommodations, is \$384. Both start from Los Angeles.



New Canadian Officers: L. J. Johnson, Westdale New Idea Laundry, Hamilton, Ontario, has been elected president of the Eastern Canadian Laundry and Drycleaners Association. Other officers for the coming year are Gil Fotheringham, first vice-president; George Batten, second vice-president; and Charlie Pyne, Bill Parker, Stan Symes, Frank Jessop and George Johnson, directors.



In Kingsport, Tenn. . . . TickeTag Snap-out Forms Save Work ... help keep customers happy!

Says Mr. D. B. Massey, Manager, One Hour Cleaners • Kingsport, Tenn.

In large and small cities TickeTag snap-out form is proving itself daily. This duplicate form with a snap-out carbon sheet has many advantages. This form permits more than one clerk to mark in orders, and still keep tickets in numerical sequence.

TickeTag is the easy way for positive identification . . . eliminates hectic hunting periods and disgruntled customers.

ONE WRITING This new form requires only one write-up of order to provide:

- Customer's Receipt.
- Office Record.

- Customer's Invoice and Plant Assembly Check.

- Eight Identical Pre-numbered Tags.

BIG NUMBERS on all parts of TickeTag form speeds your handling of work.

NO EXTRA CHARGES FOR:

- Printing your name and address.
- Choice of color stock.
- Starting and stopping of numbers.
- Prefix before numbers for store outlet or driver's number.

Your jobber has all the details; or write for TickeTag samples.

TICKETAG

4 IN 1 IDENTIFICATION SYSTEM

510-C N. Wrenn St., High Point, N. C.

Please send me TickeTag snap-out form samples and full information.

Name _____

Address _____

New products—continued from page 10

Frigidaire division of General Motors. According to company reports, the test operation at Fox Cleaners in Dayton indicates that the units are able to dryclean five 8-pound loads per hour, using conventional solvent.

Frigidaire chief engineer R. E. Gould stated that the spinning action of 1,140 r.p.m. provides rapid and complete extraction that permits drying in about 8 minutes, as shown by preliminary tests. He also attributed the short cleaning cycle to adaptation of the three-ring agitator principle of Frigidaire's automatic washer to the drycleaning operation.



Fast-Cycle Coin-Op Unit

The Vic model 140, a coin-op drycleaning unit, has been engineered to use the new DuPont Valclene solvent. It is claimed that the unit will clean an 8-pound load from dry to dry in a cycle time of 14 minutes. It stands 60 inches high, is 33 inches wide and 6 feet deep. Current required is 220 volts, 60 cycle, either 1 or 3 phase.

For more information: Vic Manufacturing Co., 1313 Hawthorne Ave., Minneapolis 3, Minnesota.

Free Shirt Clinic Service

Time Savers Inc. is offering a free Shirt Service Clinic to the industry. This service is not connected to the sales department of the company, and in no way obligates the cleaner or laundryman to Time Savers or to the purchase of Time Sav-

ers' products. It is offered in an attempt to aid improvement of the quality of shirt laundering and packaging. Problems may be submitted with a completed form. The forms may be obtained from Time Savers Inc., 83-99 Walnut St., Montclair, N. J.

Truck Maintenance Plan

A new Trouble-Free Maintenance Plan has been developed by Gulf Oil Corporation primarily for operators of small and medium-sized fleets, who are most likely to neglect systematized maintenance and cost control.

Major elements of the Gulf TFM Plan include: A 72-page maintenance manual which covers such topics as lubrication frequency, inspection, record keeping; lubrication charts covering specific truck makes and models; maintenance record forms, including work order-repair records, maintenance record jacket, and wall chart.

The plan can be operated with existing personnel, Gulf states, and is complete enough to give supervisors accurate, up-to-the-minute service and cost information.

Copies of the new Gulf TFM Guide may be obtained by writing on your company letterhead to Gulf Oil Corporation, Dept. DM, Gulf Building, Houston 2, Tex.



Pro-Care Poster

A new poster prepared by Detrex Chemical Industries, Inc., describes the 10-point personalized service given garments by the professional dry-cleaner. The blue-and-white poster is 18 by 22 inches, suitable for framing and call-office display.

Users of Detrex products may obtain the poster by writing to: Detrex Chemical Industries, Inc., Department 8, P. O. Box 501, Detroit 32, Mich.

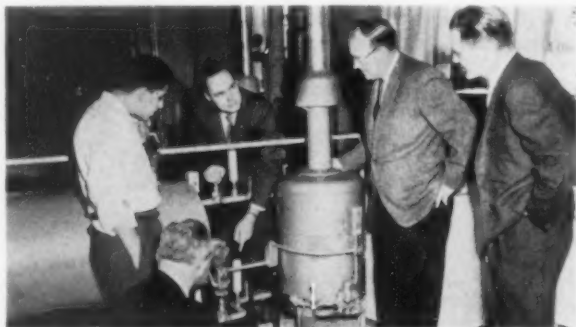
News from the allied trades—from page 22



Open House at Sterling Supply Corp.

Branch salesmen and office personnel of Sterling Supply Corporation's Washington and Norfolk branches attended an open house at the firm's Philadelphia plant. The occasion was the first anniversary of Ster-

ling's new 65,000 square-foot plant. Included in the festivities were door prizes, tours of the plant and refreshments. Shown in the photo are some of the employees who attended the affair.



Training Center for Coin-Operators

A. O. Smith training centers are annually attended by more than 3,700 dealers, sales, service and operating personnel, including the coin-op laundry field. The program includes classroom instruction, laboratory demonstrations and take-home

literature. Equipment used for instruction covers the Burkay coil-type heaters and Perma-glass glass-lined hot water storage tanks. The workshop in the photo shows instruction with equipment under the conditions of actual installation.



Mimi Stockholders Welcome Millionth Can

The millionth can of Mimi spray fabric sizing, produced less than six months after the first can was produced, was spotlighted during the first

stockholders' meeting of Crisp Products, Inc. Shown at the meeting are Albert Gutman, Intermarketing Corp., New York sales organization for Mimi;

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

*put a profit clock
in your finishing department*



*...whatever the answer...you can still speed up
production...pile up extra profits...with **Adjusta-Form***

MORE PRODUCTION By combining steam and air with automation, one of the most time-consuming operations in finishing is eliminated.

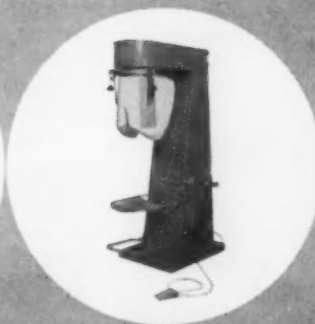
SIMPLIFIED OPERATION Because these two machines are designed with the operator in mind, they can be combined with other ADJUSTA-FORM machines to complete your wool, silk or pants finishing department.

STEP-O-MATIC CONTROLS ADJUSTA-FORM offers the STEP-O-Matic controls to increase production and free both hands to adjust garments.

*Another fine product of



A-3 Fashioner

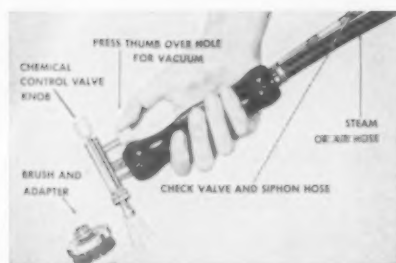


Pants Topper

WICHITA PRECISION TOOL CO., INC.

450 North Seneca, Wichita, Kansas

VISIT BOOTH 209-210 at the Cleveland ALLIED TRADES EXHIBIT SHOW



NEW IMPROVED SPRAY SPOTTING GUN

With Chemical Control Valve Knob.

Only \$13.95

Designed for both pre-spotting and spray spotting, this new moisture control gun operates on air or steam. Adaptable to any spotting board. Pre-heats spotting solution for double cleaning power. Check valve keeps gun primed for fast action. Use for regular spotting or as a pre-spotter. Ideal for sizing and water proofing.

Adapter and Brush...\$2.25 Replacement Brush 1 1/4" x 5/16"...\$1.70

Deluxe Water Spray Gun Only \$8.50

All brass, nickel plated, non-corrosive, with improved no-drip spray. Simple, trouble-free design and construction. Attaches direct to water line or steam condenser. Replacement hose with suspension spring, only \$2.25

Expansion CAR RACK Only \$6.95

Full 6" expansion to fit any car width. No springs to weaken or break. Supports any normal load. Protects upholstery. Ideal for automobile vacation trips... saves pressing, pays for itself.



HOWARD ETTINGER

Railex Appoints Ettinger

A new addition to the technical sales force of Railex Corp. is Howard Ettinger, a 10-year

veteran of the drycleaning and laundry industry with extensive experience in management, layout and merchandising. Mr. Ettinger is an accounting graduate of Brooklyn College and studied engineering at Cornell University. He will assist Railex distributors in New York.

Divco Names Export Rep

The Divco Truck Division of Divco-Wayne Corporation has appointed Mid-Atlantic Warehousing, Inc., as export agent in 63 countries. The representative's firm has principal offices in New Jersey.

Caled Enlarges Sales Staff

Caled Products Company, Inc., has announced the appointment of the following salesmen, and their territories:

W. W. (Buck) O'Dell, Florida; Presley L. Larson, Pacific Northwest and northern California; Joe D. Watson, Louisiana; Joseph C. Tull, western Missouri and Kansas; Maurice Loper, Tennessee and southern Kentucky. Also Charles (Chuck) Grossman, Indianapolis; Joseph E. Kuplin, Connecticut and Hudson Valley; Joseph F. Kee-

gel, New Jersey; Charles L. Williams, Georgia-Alabama; Charles Flood, Rhode Island and southern Massachusetts.



JOHN L. STRIKE

University Post for Strike

John L. Strike, plant manager of Ajax Pressing Machine Company, has been appointed to a four-year term on the University of Utah Board of Regents. A graduate of the University of Utah in management, Mr. Strike received a master's degree at Northwestern University in 1950. Since then he has been a part-time instructor in

the University of Utah College of Business. He is currently completing a dissertation for a doctorate in economics from Northwestern.

Sanex Sweepstakes Winners

Signal Chemical Manufacturing Company has announced the winners in its 1961 Sanex Sweepstakes. Mrs. Frank A. Dodds of Decatur, Ga., and Joseph F. Starosta of Detroit won the grand prizes of a 1961 Dodge Lancer each. All-expense-paid trips for two to Miami were won by Mrs. Sidney Klein of Brookline, Mass., and Buddy Irvin of Tupelo, Miss. Miss Ruth Easom of San Rafael, Calif., and R. G. Ferris of Fairfax, Va., won vacation trips to Las Vegas. In addition, 101 other prizes were awarded.

Signal Chemical's drycleaner customers served as entry stations and provided for their own customers Sweepstakes entry blanks, of which more than a million and a half were received.

Represent Pump Concern

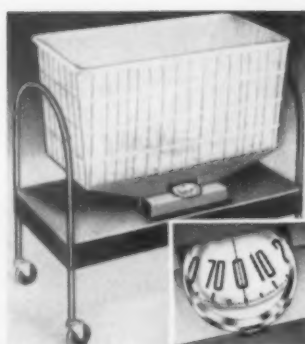
Three new representatives have been appointed by Penn-

NEW IMPROVED STANDARD SCALE BASKET

16" x 18" x 33" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. New, large weight figures on 3 1/2" dial. Easy to read from standing position.

Only \$79.50

Replacement Liner \$4.95



ECONOMY HANGING SCALE

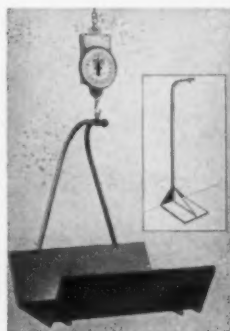
Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs. Scale and basket as shown

\$45.00

With stand add \$16.50

Scale alone \$22.50

Basket alone \$24.00



Send for 1961 Catalog.

Sold by Drycleaning & Laundry Jobbers Throughout the World.

NEWHOUSE SPECIALTY CO. INC., 3827 San Fernando Road, Glendale 4, Calif.

sylvania Pump & Compressor Company, Easton, Pa. They are:

Compressors Incorporated, 4625 Ardine St., Bell, Calif., for the Los Angeles area.

Russell & Olson Co., 15820 James Couzens Highway, Detroit.

H. Stark Woodward, 124 E. Glendale Rd., Webster Groves 19, Mo., for the St. Louis area.



Norge Awards Plaque to Memphis Pioneer

A plaque marking "outstanding contribution and leadership" was recently presented to 72-year-old Loeb's Laundry-Cleaners, Memphis, Tenn. Loeb's established the first Norge Village in the mid-South on January 4, 1961; the fifth in the area in February and the twenty-fifth in May.

Shown at the presentation

are, left to right: Fred Thesmar, president of Loeb's; Robert H. Quayle, Jr., president, Norge Division of Borg-Warner Corp.; Bill Loeb, secretary-treasurer of the Memphis firm; Jack Hicks, president of Associated Industries, Inc., Norge distributor; and Ed Kate, Norge commercial equipment regional manager.

PEOPLE AND PLACES

north central

A. Osman has opened Bellevue (Ohio) Cleaners and Laundry at Monroe and Harrison Sts. Mr. Osman also operates Domestic Laundry and Dry Cleaning Co. in Tiffin.

Village Cleaners and Custom Shirt Laundry, Miracle Mile Shopping Center, Edina, Minn., has opened Village Cleaners Drive-In at 50th St. and Drew Ave., S.

Paul (Dick) Grove is now associated with his father in operation of Grove's Cleaners and Laundromat, 238 Third St., La Salle, Ill., and 1509 Chicago St., Peru.

A grand opening was celebrated recently at Har-Hig Cleaners, 7152 W. Higgins, Chicago, Ill., by Helen and Angeline Limberopolos.

Michigan Cleaners has opened another unit, at 10373 W. Jefferson, River Rouge, Mich. Jim Tagami is owner of the firm, which has its main plant at 8301 W. Jefferson, Detroit, and a branch at 2567 Schaefer.

One Hour Martinizing has been opened at 9670 Clayton Rd., La Due, Mo., by Michael Joseph.

Bernard J. Husmann is again owner of Husmann Cleaners, 2415 Latham St., Rockford, Ill. Except for the past year and a half, Mr. Husmann operated the business for 23 years.

One Hour Martinizing Cleaners has been opened in the East-lawn Shopping Center, Midland, Mich., by Cecil Tussey, I. K. Wylie and Rudy Becknell.

northwest

Mr. and Mrs. Lyle Wise have sold Wise Cleaners, Three Forks, Mont., to Bill Eaton.

Mr. and Mrs. Walter F. Smith, operators of Fashion Cleaners, Dallas, Ore., have closed the business.

Martin Bliefernich, Newberg (Ore.) Cleaners, has installed several pieces of new equipment.

Mr. and Mrs. Willard Syron will open a drycleaning estab-

America's Most Successful Plant Operators Specify COLUMBIA HRT Boilers

AMAZING*

**says Mr. Samuel Britt,
Central Cleaners, Milton, Mass.**

Proof of value is in performance . . . the kind of performance reported to us by Mr. Britt in a recent letter, typical of the praise that comes our way from almost every part of the globe. Says Mr. Britt:

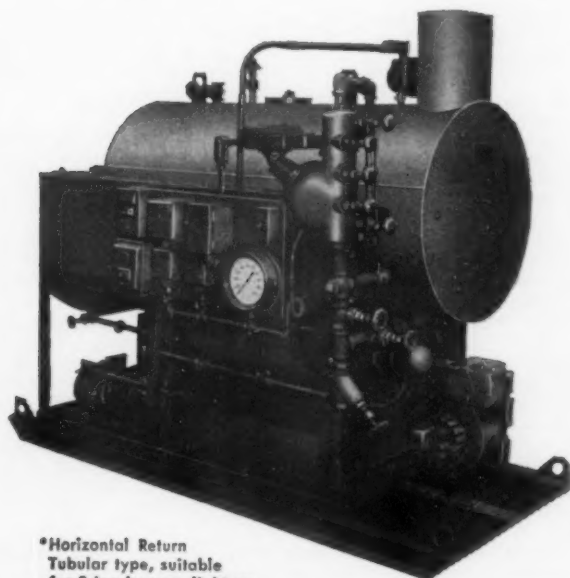
* "I have been using COLUMBIA high pressure boilers in my cleaning operations for many years. . . . They have given me efficient, economical, trouble free service. It is AMAZING how much steam these boilers supply and yet how low my fuel bills are."

COLUMBIA

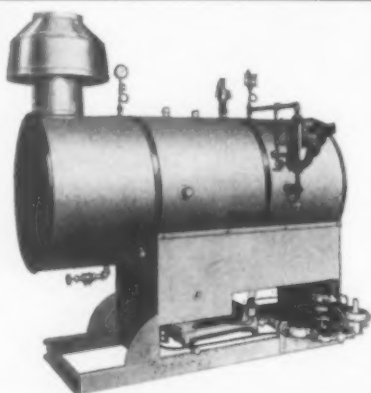
HRT* fully packaged boilers produce more steam per dollar invested, more steam per dollar spent for fuel.

For a descriptive booklet and full information, write Dept. N-91 . . .

COLUMBIA BOILER CO. of POTTSTOWN
Pottstown, Penna.



*Horizontal Return Tubular type, suitable for firing by gas, light or heavy oil . . . or interchangeably by gas or oil. 2 to 100 hp.



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

Specializing in boilers for the garment and cleaning trades since 1916.

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co.

Cedar Rapids, Iowa

Dealers & Distributors most everywhere

Are You Turning Away Half Your Business Potential?

RELIABLE

DRY STORAGE * COLD STORAGE PACKAGE UNITS

Assure 100% profit return • Give you the edge on your stiffest competitors • Adaptable for every plant owner

RELIABLE MACHINE WORKS, INC.
231 EAGLE ST., BROOKLYN 22, N. Y.

REMOVE
BLOOD STAINS
FAST...WITH

The Original
BLOOD-MUV
A MOCO PRODUCT



Eliminate double handling, remove blood, discharge and protein stains faster than ever with Blood-Muv. This water soluble, liquid preparation acts instantaneously, faster than digestive agents and with complete safety when used as directed. Works equally well on fresh or set stains. Cut your costs, do a better cleaning job. Use the original Blood-Muv.

Pints at \$2.50, Quarts at \$4.00, Gallons at \$12.00.

Blood-Muv is available through your distributor. Write for details.

PACKAGE CHEMICAL CO., INC.
218 W. First St., Boston 27, Mass.

lishment in the Westgate Shopping Center, Salem, Ore.

Mr. and Mrs. Gale Welborn plan to open a coin-operated drycleaning and laundry establishment in the Seavy Shopping Center on Seavy Rd., Corvallis, Ore.

A formal opening was held recently at Ford's Cleaners, Redmond, Ore., by Mr. and Mrs. Hugo Ford. The firm features coin-operated drycleaning equipment.

Mr. and Mrs. Walter Smith have taken over operation of Fashion Cleaners, Dallas, Ore., while Mrs. Leon Smith is operator of the branch in Willamina.

Mr. and Mrs. James Redburn have announced plans to establish Coos Coin-O-Matic Cleaners in the Coos Bay (Ore.) Shopping Center, Second and Elrod Sts.

Plaza Coin Cleaners will be opened in the Tigard (Ore.) Shopping Plaza.

A grand opening was held recently by Adolf Seggert at Hollywood Center, coin-operated drycleaning and laundry establishment, 3805 N. E. Broadway, Portland, Ore.

A coin-operated drycleaning and laundry establishment was opened recently in the Trade-well Shopping Center, S. E. 39th and Powell, Portland, Ore.

Mr. and Mrs. David Burgin have established a coin-operated drycleaning concern at 9417 S. E. Stark St., Portland, Ore.

Delbert Kiser, Kimball, Neb., reported new equipment installed in his cleaning room.

One Hour Martinizing Cleaners has been opened at 4506 Wildwood Pl., Seattle, Wash., by H. M. Siler.

northeast

James Pandolph and Frank Pantalone, operators of Spot Drive-In Dry Cleaning, 249 W. Pittsburgh St., Greensburg, Pa., have opened a unit at 517 Clay Ave. in Jeannette.

Mr. and Mrs. Peter Seras have completed an addition and remodeling at Seras Cleaners, 700 N. Hanover St., Carlisle, Pa., for installation of coin-operated drycleaning machines.

Bizzy Bee Cleaners, 10 E. King St., Littlestown, Pa., held an open house recently for the public to inspect newly added equipment. Mr. and Mrs. Bernard J. Nickey are the operators.

Quaker Cleaners will soon be housed in a newly constructed building on N. Main St., Zelenople, Pa.

Walzer's Dry Cleaning has opened a drive-in branch on Broadview Blvd., Natrona Heights, Pa.

Sidney Edson has announced that he and an associate have taken over operation of Parkchester Cleaners, Bronx, N. Y.

The Zoning Board of Adjustment has approved the erection of Top Hat Drive-In Cleaners, Belford, N. J.

Jack and Robert Kirschenbaum have opened Harbor Drive-In Cleaners and Launderers, Inc., in a new building on Atlantic Ave., Baldwin Harbor, N. Y.

One Hour Martinizing Cleaners has been opened at 35-23 Francis Lewis Blvd., Bayside, N. Y., by David Levin.

Harry Klein of Public Cleaners has rented space in the Medway (Mass.) Shopping Center on Route 109 for a self-service

laundry. He will also lease space for a coin-operated dry-cleaning installation.

Kenneth Piper has installed a storage vault at City Cleaners & Dyers, 47 School St., Westfield, Mass.

One Hour Martinizing Cleaners was opened recently at 1714 Park Ave., South Plainfield, N. J., by George Fredericks.

Vincent's French Dry Cleaners, formerly at 421 Plandome Rd., Manhasset, N. Y., has filed an application for permission to locate at 1215 Northern Blvd.

southwest

Ed Richter has opened Payless Cleaners in the new shopping center at Capitol and McKee, Los Gatos, Calif. Mr. Richter had spent nearly 20 years in the drycleaning and laundering business in Chicago.

Payless Cleaners of Carson City, Nev., owned by Dewey Fukui, has established an agency in Gardnerville.

Coin-operated drycleaning and laundry equipment is featured at Washing Well, opened recently at Shattuck and Blake Sts., Berkeley, Calif.

Vick's Cleaners, owned by Vick Williams, 905 Ash, Plainview, Tex., has installed a storage vault.

One Hour Martinizing Cleaners has been established in the Denton (Tex.) Center by Benjamin Smith and George Rearles.

New drycleaning equipment has been installed at Park Cleaners, Paso Robles, Calif.

Mr. and Mrs. J. T. Mustian are the new operators of Master Cleaners, 442 Oak St., Graham, Tex.

Milam Cleaners, formerly at 606 55th St., Oakland, Calif., has been moved to new quarters at 5316 College Ave. John Milam is the proprietor.

Mrs. June Blurton has opened a drycleaning establishment at 1114 Sweetwater Rd., Spring Valley, Calif. Mrs. Blurton is assisted by her daughter, Kay.

Whitney (Tex.) Cleaners, operated by Mr. and Mrs. W. R. Caldwell, has been moved into larger quarters.

A two-day grand opening at Classic Cleaning Center, 2460 Eighth Ave., Greeley, Colo., featured demonstrations of coin-operated drycleaning machines.

southeast

Mr. and Mrs. J. Clyde Wickline held a grand opening recently at their new Kwik Kleen Cleaners, 1898 Drew St., Clearwater, Fla., which features coin-operated equipment.

Carl's Cleaners, formerly at 3710 Towson, Fort Smith, Ark., owned by Carl Merchant, has been moved to a new shopping center.

Earl D. Jones has resigned as manager of Big B One-Hour Cleaners, Bristol, Va., to become president of Holiday One-Hour Cleaners at Fort Lauderdale, Fla.

Harry Mitchell has added a storage vault at Mitchell Cleaners, 309 N. Woodland Blvd., De Land, Fla.

William Novick has opened One Hour Martinizing Cleaners, 3396 Atlanta Highway, Montgomery, Ala.

One Hour Martinizing Cleaners has been opened by J. M. Fordham on N. Lionel St., Goldsboro, N. C.

An open house was held recently at the new plant of Acme Dry Cleaners on Beaman St., Clinton, N. C. Clarence F. and Haynes L. Shipp founded the firm in 1938.

Hollis Cleaners and Rock Hill (S. C.) Laundry have been merged into Hollis Cleaners and Laundry, Inc. The new organization will be located at the Hollis plant at 235 E. White St. Dan S. Hollis is president and treasurer; James J. Lynn, Jr., general manager and drycleaning superintendent, and Oscar W. Wolfe laundry superintendent.

Flash Cleaners, 4131 N. Federal Highway, Pompano Beach, Fla., has opened two new outlets, owner J. M. Stone announced. One is at the Margate Shopping Center, the other at Beacon Light Shopping Center.

A coin-operated drycleaning and laundry center was scheduled for opening in the Riverside Shopping Center, Danville, Va., by John W. Daniel.

Paul Cleaners, 3300 Reisters-town Rd., Baltimore, Md., was damaged by an explosion which wrecked the building and injured seven employees.

One Hour Martinizing Cleaners has been opened on Forestdale Blvd., Birmingham, Ala., by William A. Cook.

YOU MUST PLAN NOW

for the coming Revolution in the Dry Cleaning Industry!

Here's how the "MAN FROM WHITE" WILL HELP YOU PLAN FOR THE FUTURE... at no cost or obligation to yourself!

BUSINESS OFF!
FIX-UP!
SELF SERVICE!
COIN-OP!
COMPETITION!
NEW LOOK!
AUTOMATION!



Help you with DECORATING IDEAS



Help you get the NEW LOOK in your call office



Help you with MERCHANDISING Tips & Hints



Help you with TRAFFIC & Production Control



WHITEY SAYS...



WHAT DO YOUR CUSTOMERS THINK OF YOU... AND YOUR SERVICE? THIS FREE RATING SHEET TELLS YOU!

WHITE MACHINE CO., INC.
50 Boright Ave., Kenilworth, N. J.

- ☐ Please send me your Free Rating Sheet.
- ☐ Please have your "Man With a Plan" stop in to see me.

NAME _____

ADDRESS _____

CITY _____ STATE _____

YOUR JOBBER _____ NC

CHALLENGE Making More People Want Your Services

SOLUTION Read THE NATIONAL CLEANER'S authoritative manual

GUIDE TO MOTIVATION

This large illustrated manual takes the mystery out of motivation. Shows how drycleaners—large or small—can capitalize on the latest psychological research in the industry. Gives specific, practical suggestions that you can apply to the following phases of your operation:

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Canada

Mac Chappell has purchased Nu-Tone Dry Cleaners, Kipling, Sask., from Mr. and Mrs. Ben Davison, who have operated the business since 1946.

Permission to establish a drycleaning plant at 3398 Douglas St., Saanich, B. C., was granted Harry Brawn.

Cash & Carry Cleaners, Moncton, N. B., is constructing a \$100,000 office and plant on Downing St., to replace premises destroyed by fire early this year.

Merritt (B. C.) Cleaners on Quilchena Ave. has been modernized and enlarged. Mr. and Mrs. George Seifert are the owners.

OBITUARIES

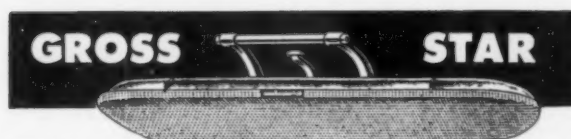
W. H. Forse, 85, founder of Forse Corporation, Anderson, Indiana, died July 17. Born in Missouri, he moved to Anderson in 1900. After advancing to secretary-treasurer of the Union Traction Company, in 1913 he manufactured washing machines, followed by window shades and children's toys. In 1928 he and his son, H. Don Forse, started to build commercial laundry and drycleaning equipment, the forerunner of the present business. Mr. Forse was active in church and civic affairs. He was the first president of the Anderson YMCA and was for years vice-president of the Methodist Hospital in Indianapolis.

Charles Gygi, 79, founder and president of Compeco Cleaners, Norfolk, Virginia, died recently. A native of Switzerland, Mr. Gygi had lived in Virginia for the past 56 years. He is survived by his wife and three sons.

B. Dan Hall, Jr., 41, who had been associated with his father, B. Dan Hall, Sr., in the operation of South End Cleaners, Houston, Texas, died recently. A veteran of World War II, Mr. Hall was a member of American Legion Post 77, and a district chief of the Houston Volunteer Fire Department, associated with Civil Defense. Besides his father, he is survived by his wife, mother, three daughters and two sons.

Francis A. Leddy, 78, owner of a drycleaning establishment in Conshohocken, Pennsylvania, for the past 35 years, died recently. Mr. Leddy is survived by his wife, daughter and four sons.

Harold Sauer, 51, well-known allied tradesman, died at Hatboro, Pennsylvania, after a lengthy illness. Veteran of thirty years in the drycleaning industry, he was a machinery salesman for Washex Machinery Corporation for eight years. Previously he represented Fletcher Works, Inc., and Gross Machinery Company, all in the Pennsylvania area. Mr. Sauer is survived by his wife and three children.



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annual CONVENTIONS

September 14, 15 and 16—Dry Cleaners and Launderers Institute (Ontario), Muskoka Sands Inn, Gravenhurst.

September 21, 22, 23 and 24—New York State Launderers & Cleaners Association, Inc., Saranac Inn, Saranac Lake.

September 29, 30 and October 1—Laundry and Cleaners Allied Trades Exhibit, Cleveland Auditorium, Cleveland, Ohio.

October 10, 11, 12, 13, 14 and 15—Laundry and Cleaners Allied Trades Association, Stardust Hotel, Las Vegas, Nevada.

November 3, 4 and 5—Ohio Drycleaners Association, Nationwide Inn, Columbus.

November 10, 11 and 12—Oregon State Drycleaners Association, Portland.

November 17, 18 and 19—Illinois State Drycleaners Association, Hotel Sherman, Chicago.

December 2 and 3—Wisconsin & Upper Michigan Drycleaning Institute, Inc., Pfister Hotel, Milwaukee.

1962

January 13, 14, 15 and 16—National Institute of Rug Cleaning, Inc., Queen Elizabeth Hotel, Montreal, Quebec, Canada. With exhibit.

January 21 and 22—Oklahoma Association of Drycleaners, Biltmore Hotel and Municipal Auditorium, Oklahoma City. With exhibit.

January 26, 27 and 28—Louisiana Laundry and Cleaners Association, Captain Shreve Hotel, Shreveport.

February 10—New Jersey Laundry and Cleaning Institute, Essex House, Newark.

March 19, 20 and 21—National Institute of Drycleaning, Palmer House, Chicago, Illinois.

March 21, 22, 23, 24 and 25—American Institute of Laundering, Sheraton-Chicago Hotel and McCormick Place, Chicago, Illinois. With exhibit.

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- The Complete Service Center
- Integrated Sidelines

—articles that inform, influence and motivate your customers and prospects to buy the machinery and products needed to make them *First Class Professional Drycleaners* . . . articles that condition your customers and prospects to *read and respond* to your advertising message!

THE NATIONAL CLEANER

466 Lexington Ave.
New York 17, N. Y.
ORegon 9-4000

THE CUSTOMERS ALWAYS WRITE

Recruit for Prestige

To the Editor:

Although I have only been in the drycleaning industry since I graduated from the General Course [NID] in 1958, I have definitely grown to love it, and I am also thoroughly convinced that it shall be my means of livelihood as long as I work for a living.

It is perhaps because I am young, and new, and full of ambition, that I am writing to congratulate you on publishing Mr. Vermeers' article "Operation Prestige."

I doubt if many young men even voice their opinions on such matters, but I feel that his ideas of positive rather than negative advertising are absolutely right.

Being young, I have many, many years ahead of me in drycleaning, and it's because I'm proud to be a drycleaner that I want everyone to be. I'm sure it has been proven many times that positive thinking promotes and negative thinking destroys.

Whenever possible the NID will receive all my efforts to promote our industry because I feel very sure that if drycleaners will gain confidence and a deep sense of pride in themselves, then, too, will the consumer.

SIDNEY J. BAUMANN
Jolly Drycleaners & Shirt Launderers
Belleville, N. J.

Chain Sets Sales Record

To the Editor:

Our drive-in drycleaning chain set sales and earnings records for the first quarter of this year, and we predict both will achieve record levels for our fiscal year that will end March 31, 1962.

Earnings for the first quarter ended July 1, 1961, were \$59,418, or 23 cents a share, up 15 percent from \$51,801, or 20 cents a share, in the like period last year. Net sales in the first period climbed 14 percent to \$373,646 from \$327,874 for the same period last year. Capital shares were 257,200 in both periods.

We now have 15 units in operation, and expect to open an additional five units by the end of the fiscal year. We are also interested in the acquisition of existing chains of drycleaning establishments, and are now negotiating for two such chains.

MORRIS FRIEDMAN, President
Johnny-on-the-Spot Central, Inc.
Scarsdale, N. Y.

Somebody's Face Is Red

To the Editor:

In the "News from the Allied Trades Section" [July], you said that I had been appointed as Manager of National Sales for the Norge Division of Borg-Warner . . . and that should have been Manager of National Sales to the Drycleaning Industry. Spence Rich, my boss, refuses to be demoted!

C. B. KASSON
Norge Commercial Sales Division
Chicago, Ill.

Drycleaning Dissertation

To the Editor:

Before expressing my request I think it necessary to introduce myself. My father is owner of a drycleaning business in Hamm/Westphalia, and I'm now finishing my studies at the University of Hamburg by writing a dissertation about: "Relationalization-measures and their importance for the economy of dyers and drycleaning."

Therefore I'm very interested in data, especially on the economical operation of a drycleaning plant. The National Institute of Drycleaning in Silver Spring, Maryland, gave me the reference to your March 1961 issue of the NATIONAL DRYCLEANER, which is—as I know—a year's Guidebook.

I would be glad if I could get a copy of this Guidebook. For that rea-

son I ask you to send a copy to my address. Of course I'll refund all expenses.

ULRICH KORNER
Hamburg, Germany

Public's Reaction

To the Editor:

The public is taking considerably to coin-ops, forgetting that most of the things *should be* pressed in the fall and, if so, they sure are losing a lot of low-cost protection. But you can't tell them so, as they feel any sales talk is just that—nothing but talk.

RICHARD F. KELLEY
Melody Cleaners
Oklahoma City, Okla.

Glad To Oblige

To the Editor:

In your Motivational Research article recently you described a seemingly excellent piece by Arnold's of Los Angeles titled "I Was Taken to the Cleaners."

This struck me as being very clever. Is it possible that we could get a copy from NATIONAL CLEANER or could you furnish us with Arnold's complete address?

PHIL ZARALIN
Star Cleaners Inc.
Wantagh, N. Y.



... Just make 'em "casual," Daddy-O

What's NEW for LIPSTICK?

It's ReddyGo

... the one-shot spotter made especially for removing lipstick stains. Works faster, better — even on set “permanent” lipsticks — because it releases lipstick oils, dyes and waxes all at once. Contains no fatty acids... perfect for “lipstick loads.” Try it.

**GROW with NID—
join in October!**

Take your pick...

- *Handi-grip spotting board bottle with dispenser cap*
- *Large economy jug — good for 250 average stains and a lipstick load too*

*Order ReddyGo in either size
from your jobber today*



Another great new “Go” product for the professional drycleaner from the house of stain removal specialists...

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY

Descriptive folder on request



Photo courtesy of Nu Luxe Cleansers and Shirt Service, Cranston, R. I.

MORE PROFITS – LESS SPACE

Pantex "PACER" Drycleaning Unit handles \$2,000 volume a week

Small and medium-sized plants are profiting from this fully automatic, 35 lb. Washer-Extractor and Filter-Cooker-Still Unit. Minimum space . . . combination fits into less than 38 square feet. Low cost . . . lease it for less than \$135 a month.

You'll like its simplicity! Only two valves to turn on in the morning and off at night. No foundation problems . . . put it anywhere. Simplest wiring . . . fully interwired to one electrical connection; one or two-bath, fully automatic controls and simple drive need no "engineer" on the job.

You'll like its efficiency! "S" type cylinder partitions insure maximum safe mechanical action with full drop

spray and immersion cleaning. Fastest possible, maximum removal of water-soluble soil because of spray directed into cylinder through baffles. This, coupled with 60 solvent changes per hour, prevents redeposition between compartments.

You'll like our service! Direct factory-to-you sales, installation, supervision and service. Eliminate frustrating delays. And our 5-year lease plan requires no down payment. Why not call your nearby Pantex representative or write for full details today?

Pantex larger Percomatic units are manufactured in 50 and 75 lb. capacities.



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**GROW with NID
join in OCTOBER!**

